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CalBusiness

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University of California
Berkeley
Haas School of Business

On Campus

Haas School Feels Some Effects of California Budget Deficit

Student fees are rising and budgets are being reduced somewhat at the Haas School of Business this spring as a result of state government efforts to address the enormous $35 billion budget shortfall facing California. But Dean Tom Campbell says the school has been coping fairly well to date because Haas is not as dependent on state funds as other parts of the University of California.

"All of us are concerned about the budget, but I think we are doing all right," said Campbell. "While we would have preferred to expand budgets rather than make any cuts, we have not had to noticeably reduce services so far." About 31% of the Haas School's $41 million annual budget is supported by state funds. The remainder is generated by the school's self-supporting academic programs, fund-raising, and income from the endowment.

The largest impact of the budget situation at Haas will likely be rising student fees. Students in some programs are already paying an increase in fees this spring of about 10%. The UC Board of Regents has put off setting additional increases in student fees for the fall until mid summer, after the California State Legislature and the Governor have arrived upon a final budget. Fees for the state-supported Full-time Berkeley MBA Program are projected to rise by as much as $3,500 for California residents and $4,000 for non-residents.

Despite the jump in fees, the Haas School will not benefit much if at all from the increases—most of which will be absorbed by the university system and Berkeley campus. "For Haas and its students, the unhappy news of a 2003-04 fee increase is compounded by the further disappointment that the school's budget will not increase significantly, and will, in fact, be reduced overall," said Andy Shogan, associate dean for instruction.

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 program—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 business schools. "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 takes its place among the handful of dominant business schools in the world."



Haas Opens Distance Learning Classroom

In the spring, the Berkeley-Columbia Executive MBA program and the Center for Executive Development held the first classes in the Haas School's new distance-learning classroom. This newclassroom allows the school to leverage its faculty and expertise, extend its educational outreach, and strengthen corporate relationships.

The creation of the classroom was made possible through a $900,000 gift from SBC Foundation for state-of-the-art distance learning technology and a $715,000 gift from Dong Koo Kim for the physical space. The classroom has four installed video cameras and is equipped to webcast live and to transmit classes via IP and ISDN video conference technology.

Undergraduate Receives University's Top Honor

UC Berkeley named Ankur Luthra, a senior who double-majored in business administration and electrical engineering and computer sciences (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. He was also named a Rhodes Scholar in December of 2002.

The last time a University Medal was awarded to a business major was in 1935 to Florence De Gottardi.

Haas School in the 2002/03 Rankings

US News & World Report (April 2003)
7th best full-time MBA program in the US
7th best part-time MBA program in the US

Entrepreneur (April 2003)
Placed in the top tier of the nation's top 50 entrepreneurship programs
Among only 3 schools to rank in top 10 by both faculty and alumni across the US

Aplomb Consulting Report (Spring 2003)
Haas received an A for its welcoming culture for lesbian, gay, bisexual, and transgender faculty and students.

Financial Times MBA Ranking (January 2003)
15th best MBA program in the world
13th best MBA program in the US
10th in faculty research

Business Week (October 2002)
13th best MBA Program in the US
3rd in intellectual capital

Wall Street Journal's Corporate Recruiter Survey (September 2002)
15th best MBA program in the US

US News & World Report (September 2002)
4th best undergraduate program

America Economia Magazine (September 2002)
11th among MBA programs in the world

Third 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 multilingual, with 17% speaking three languages in addition to English.

The most common 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 Students Excel at Competitions Across US

Students from the Haas School made their mark at competitions across the country this year.

Berkeley MBA students just won second place honors in an international strategy competition in Barcelona, Spain, in April. The winning Haas team was composed of Teddy Schall, Dhiraj Piparaiya, and Alex Kostopoulos.

A team of six Berkeley MBA students won first place at the inaugural national Real Estate Challenge at the University of Texas, Austin, in November. Haas was represented by William Crowley, Kenneth Lee, Jamin Seid, Kristina Wollan, Steven Sims, and Martin Healey.

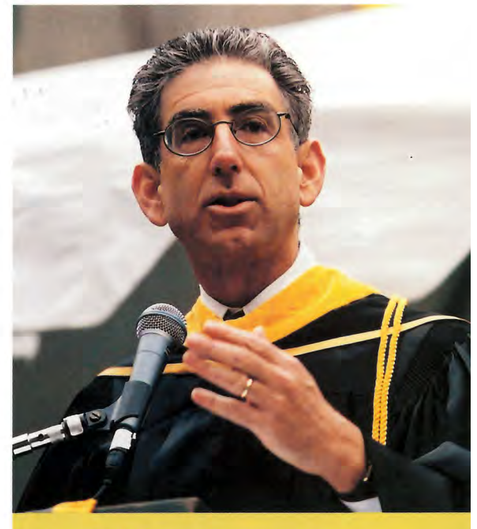
Two teams made up of students from the Haas School and UC Berkeley received finalist honors in the University of San Francisco International Business Plan Competition last month. Haas students who were so honored included Chris Baker, Gerrit van Roekel, and Ken Bui.

The Medifuel team from the Haas School was the runner-up at the 2003 MBA Jungle Business Plan Challenge in April. The team also won the third-place prize and the People's Choice award at the UC Berkeley Business Plan Competition

Forbes magazine named first-year Berkeley MBA student Enlai Chu the Forbes Future Capitalist at the Carrot Capital Business Plan Challenge in New York last month. Haas team Ecsponent was in the fourth place group, and Tarsian & Blinkley was in the second place group of teams.

A combined Berkeley MBA/Master's in Financial Engineering student team won the 6th annual Financial Engineering Competition in New York in April. The Berkeley team included MFE students Allen Cheung, Matt O'Hara, 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 Chang, Henluen Wang, and David Mew, who brought home the $5,000 prize.



Haas Celebrates Commencement

California State Treasurer Phil Angelides gave the commencement address to 701 students and their friends and families at Commencement on Sunday, May 25. The graduating class of 2003 is made up of 350 undergraduate students, 226 full-time MBA students, 111 Evening & Weekend MBA students, and 14 doctoral candidates. They will join a network of approximately 30,000 Haas School alumni worldwide.

Berkeley MBA Team to Create Jobs in Afghanistan

In war-ravaged Afghanistan, one Berkeley MBA student is accomplishing what economic development advisors dream about—bringing socially responsible economic development opportunities to war-torn Afghanistan.

Combining traditional crafts with Western business savvy, Berkeley MBA student Sarah Takesh, MBA 03, 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.



Sarah Takesh (left front), MBA 03, reviewed her designs for clothing representing Afghan ethnic styles and manufactured by Afghan men and women for Takesh's new venture, Tarsian & Blinkley.

Tarsian & Blinkley, the new venture, harnesses Afghans' ethnic crafts of sewing, embroidery, and leather and metal work in return for equitable compensation: wages well above the local norm, training, childcare, and health benefits. The venture works with Afghan people in the capital Kabul, with future plans for Herat, West Afghanistan, the rural northern regions of the country, and possibly Peshawar, Pakistan.

Her passion for adventure travel lured Takesh to the far reaches of Central Asia along the Silk Road three years ago. The beauty of this region and the charm and nobility of its tribal societies, Afghans in particular, inspired Takesh to her venture.

A native of Iran, she not only speaks Dari, the Afghan language, but also has a penchant for fashion. She earned her chops working in production and design for several apparel startups in New York before going to b-school.

Now, as CEO of Tarsian & Blinkley, she designs the clothes, buys the fabrics, and manages the relationships with her Afghan partners.

"What affected me so much was noticing how a little economic development assistance makes the tribespeople so much more friendly to us as outsiders," she said.

Tarsian & Blinkley also recruited key management talent, including a buyer of European designer sportswear for Bloomingdale's and a former vice president at Banana Republic, as well as classmate Matthew Upton, MBA 03, who has finance and budgeting experience with firms like Nike, The Gap, Victoria's Secret, and Johnson & Johnson.

One of venture's goals is to improve the plight of Afghan women, who have suffered much under the oppression of the Taliban regime. "Everyone is still scared," she says. "No native woman dares to take her burka off." She sees her venture as "a subtle and subversive statement to celebrate feminine beauty right in the heart of the place where it was almost totally obliterated."

The company's potential for profitability combined with its significant social impact has earned this venture the top prize of the National Social Venture Competition, a partnership between the Haas School of Business, Columbia Business School, and The Goldman Sachs Foundation. The $25,000 prize for Best Blended Value was presented at the final awards ceremony at Columbia Business School in New York on April 12, 2003.

On April 19, it also won a second prize at the Carrot Capital Business Plan Challenge in New York.

For more information on Tarsian & Blinkley, please visit the company's web site at www.tarsianandblinkley.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)

Tarsian & Blinkley

Designs and manufactures upmarket women's apparel and accessories for sale in Western markets while creating employment opportunities for women in Afghanistan and Pakistan. *UC Berkeley*

Grand Prize for Medium-Growth Business ($25,000)

The Maine Highlands Guild

Consolidates local artists, craftspeople, and producers of traditional products in a networking organization that promotes and sells member products. *University of Maine*

Grand Prize for High-Growth Business ($25,000)

Ferrate Solutions

Produces and distributes a new water treatment chemical, ferrate, which can potentially treat contaminated water two to four times more effectively at a much lower cost than current chemicals. *Babson University*

Outstanding Social Return on Investment Analysis ($5,000)

Developing Power

Implements hybrid renewable energy mini-grid systems and builds micro-enterprise capacity in rural villages of developing countries. *University of Michigan*

Weight-loss Technology Wins B-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.



Dan Burnett and Nate Beyor, a Bioengineering Ph.D. student at UC Berkeley, were the happy winners of the $50,000 Grand Prize of the 2003 UC Berkeley Business Plan Competition.

The GRT principals are Dan Burnett, an MD and an MBA graduate from Duke University, and Nate Beyor, a Ph.D. student in Bioengineering at UC Berkeley.

The second prize of $10,000 went to VSee Lab. VSee Lab's proprietary software 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 Geisler and Robert Lee helped founding CEO Milton Chen, a Berkeley alumnus, with the business plan.

Medifuel took both the third-place prize of $5,000 and the People's Choice award of $5,000, voted on by the audience at the final event. Medifuel's GlucoCell battery harnesses the body's natural energy resource—glucose—to power implantable medical devices. Berkeley MBA students Ken Bui and David Tseng joined inventor Kien Lam in creating a company around Lam's GlucoCellTM.

The business plan competition was founded by Berkeley MBA students. It is hosted by the Lester Center for Entrepreneurship & Innovation in collaboration with the College of Engineering and the School of Information Management & Systems as well as UC San Francisco.

From the Dean



By the end of June, the US Supreme Court will have decided the fate of affirmative action programs in the nation's universities by ruling in two cases that involve admissions policies at the University of Michigan's undergraduate program and its law school. Whatever the outcome, the court's decision will not affect 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 on the basis of race, sex, color, ethnicity, or national origin.

Both the impending court ruling and Prop. 209 were featured in recent *Business Week* stories on diversity at the nation's business schools, with a focus on Haas. Whether or not you saw the articles, I want to give you the facts on the issues as they affect our school.

First, diversity is an important value at the Haas School, and one that I fully support. I pledge to do everything I can 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 find in the working world. We are stronger because of a variety of talents and abilities, of work experiences, of educational and personal backgrounds. And we are enriched by men and women, people of every race and ethnic background, religious affiliation, national origin, age, sexual orientation, physical abilities, life experiences, business backgrounds, educations... 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 (CGSM), a national group that offers networking and scholarships to underrepresented minorities who apply to MBA programs. The change was necessary because of an opinion issued by the UC Office of Legal Counsel, which found the school's affiliation with CGSM 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 CGSM seeking "associate status" and suggesting ways for Haas to work with the group while still complying with California law. 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, if the sources 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 be from an entity outside the university. I have also suggested that alumni or students could serve on the Consortium Board where an official representative of the Haas School 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 have just formed three new groups at the school that will help us work through the issues of achieving and welcoming diversity at Haas. The groups 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 alumni relationships. Panel members will include students, faculty, staff and alumni.

The other groups include a faculty task force to deal with barriers to the hiring and advancement of faculty on the basis of race and gender, and a staff committee to review issues of race and national origin that affect Haas staff members. (A staff committee regarding gender had already been constituted and has issued its recommendations.)

I would like to hear your thoughts on all aspects of this issue. Please do not hesitate to contact me directly and I will benefit from your advice.

With kind regards,

Tom Campbell
BankAmerica Dean

Faculty Shed Light on California Energy Crisis

Haas faculty have been at the forefront of the debate on the state's energy problems for the past two years, most notably professors Severin Borenstein and David Teece.

Severin Borenstein, director of the UC Energy Institute and E.T. Grether Professor in Public Policy and Business Administration at Haas, led a Power Conference on Electricity Industry Restructuring on the UC Berkeley campus on March 14, 2003. Borenstein presented a talk on Time-Varying Retail Electricity Prices at the conference, which drew an international contingent of researchers from as far as Cambridge, Oxford, and Madrid.

Borenstein has become a household name on the electricity crisis since summer 2001, sharing his insights in lectures, conferences, and frequent media interviews. His recent research on California's electricity deregulation and gasoline markets have been published in leading economics journals.

For more information on the activities and research of the UC Energy Institute, please go to the web site at http://www.ucei.berkeley.edu.

David Teece, director of the Institute of Management, Innovation & Organization and Mitsubishi Bank Professor of International Business and Finance, led a group of academicians and public policy experts in the creation of the Manifesto on the California Electricity Crises for the second year in a row. The Manifesto urged the state to move swiftly to rebuild its broken electricity industry by allowing market forces to work. Absent meaningful reforms, it said, California electricity consumers face a repeat of the soaring wholesale prices and blackouts of 2000-01.

The signatories of the 2003 manifesto included Nobel Laureate in Economics Vernon Smith from George Mason University, Mitch Wilk, former president of the California Public Utilities Commission, Haas Professor Pablo Spiller, and faculty from Stanford University, UCLA, Harvard University, and the Wharton School, among others.

The 2003 manifesto and its list of signatories is available on the Web at http://www.haas.berkeley.edu/news/manifesto.html

Three Finance Profs Inducted in Derivatives Hall of Fame

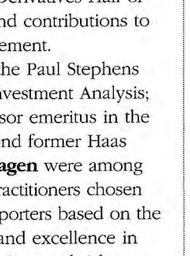
Three current and former Haas faculty members have been inducted into *Risk* magazine's "Derivatives Hall of Fame" for their profound contributions to the field of risk management.

Mark Rubinstein, the Paul Stephens 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 based on the number of presentations an institution's faculty gave at refereed finance conferences, according to a recent study by three finance professors from Washington State University, Tel Aviv University, and the University of Utah. 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 of sociology since 1990, **Robert Cole** laid down two hats when he retired on January 1, 2003. Over the course of three decades, Cole examined firsthand 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 Fads*, published in 1999. Most recently he has worked on product 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, the College of Engineering, and the School of Information 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 33 years. A native Swede, he came to Berkeley in 1969 and, together with Professor David Pyle, is credited with building one of the nation's top finance faculties.

Hakansson is known in the worldwide finance 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. Cheit 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 Shogan, associate dean for Instruction. "David is synonymous with the MBA Program. Measures of an administrator's success include how many persons fondly 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 1980 he was appointed director of the Haas School's 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 1983.

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

St. Petersburg's B-School Celebrates 10th Anniversary

The Haas School's partner school at St. Petersburg University, Russia, celebrated its 10th anniversary this January. The festivities drew not only the international press but also high-level government and industry officials, 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 1300 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 Susanne Campbell, program director of the partnership, who spoke at the festivities.

Cronk Chairs Advisory Board

William F. "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 Siboni, president and CEO of E.phipany, 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 1993.

Faculty News

Oliver Williamson, the Edgar F. Kaiser Professor of Business, will be named the sixth Eminent 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 3,000 members in 65 different countries around the world.

Drew Isaacs, 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 Shenzhen, China, in December 2002. The UNIDO conference examined the creation of industrial clusters for sustainable development on a global scale.

Kellie McElhaney, executive director of the Center for Responsible Business and the Whitehead Distinguished Fellow in Corporate Responsibility, gave a presentation on sustainable business at the United Nation's Annual Global Compact Learning Forum in Berlin in December 2002.

BusinessWeek CEO LEADERSHIP FORUMS WITH AMERICA'S BEST B-SCHOOLS

Jump-starting the Upturn

Haas School of Business, University of California, Berkeley
Thursday, October 16, 2003

Join us on the Haas campus to consider the latest and best thinking on corporate venturing, strategic partnerships, and leveraging R&D to bring new ideas to market. Explore the impacts of corporate governance initiatives and changes in the venture capital cycle on traditional engines of entrepreneurialism and innovation.

University of California Berkeley Haas School of Business

Register NOW at www.conferences.businessweek.com or call 1-212-512-3333.

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, Pino Audia, Laura Kray, and Thomas Davidoff, were featured in the previous issue of CalBusiness. In this issue, we feature Teck Ho, John Morgan, and Jose Silva.

Ho Draws on Chinese Philosophy for Western Business

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

Ho joined the Haas School last fall as the William Halford, 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* 2400 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 presumes 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, Ho has found.

In one of Ho's strategy games, he offers a $20 prize to the individual who can pick the number between 0 and 100 that is closest to the average number picked by its 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, education 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 Akerlof of the economics department, are planning to set up a behavioral lab that will allow 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 format, 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 factors, features (advertising), and special displays that has served as an effective predictor in this 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 Hua Ho were among the six new faculty members to join the Haas School in the fall of 2002.

Ho earned his undergraduate degree in electrical engineering and a master's degree in computer and information science at the National University of Singapore. He also received a master's and a Ph.D. in decision science from Wharton.

Morgan Tracks Peculiarities in Internet Pricing

Conventional wisdom has it that competition and transparency made 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 of intermediaries—the so-called information gatekeepers—than by the forces of perfect competition.

Morgan has followed price dispersion trends in homogeneous 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 web sites, such as Shopper.com, have an incentive to encourage price dispersion in order to justify their existence. As a result, the fee structures for the vendors who are paying to display their products on these comparative sites encourage price differences for 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. "There is an increasing division of labor between those making the decisions and those with specialized knowledge," says Morgan. "Designing information flows between decision makers and experts is obviously tremendously important in today's economy."

"Balance pays," concludes Morgan. Since it is safe to assume that all advisors have their own agendas or incentives, 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 advisor, 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 spectrum rights 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 José Camões 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.

Sellers have 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 broadband 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, employees who are primarily motivated by the love of their work grow increasingly dissatisfied 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 who are motivated by extrinsic values, such as money, promotions, better office or parking spot, and other external rewards, were increasingly happy the more money they made.

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 rewards, proved to be increasingly dissatisfied with their work and their lives the higher their salaries grew.

"In a capitalistic 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. Cortese 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 jobs, career aspirations, and life circumstances. They then conducted a series of follow-up surveys to determine the participants' job satisfaction and subjective well-being, in some cases 10-15 years after participants had received their MBAs (and participated in 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 displace or undermine the natural 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.



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

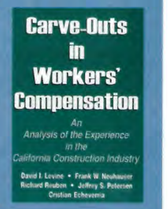
The conclusion to managers is to make sure that their employees are fully aware of the intrinsic merits of their work, and that they don't fall into the trap of misattributing their eagerness to do the work to some external reward for that work.

"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 intrinsically motivated individuals need to feel this even more so."

The study alas does not prove that higher salaries are the cause of the unhappiness of intrinsically motivated individuals. Instead, these 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 unfulfilling. In other words, higher income might be an indication that a person neglected their own values in choosing a job.

New Faculty Books

Carve-Outs in Workers' Compensation: An Analysis of the Experience in the California Construction Industry



David I. Levine, associate professor at Haas; Frank W. Neuhauser, Richard Reuben, Jeffrey S. Petersen, and Cristian Echeverria.

Upjohn Institute 2002

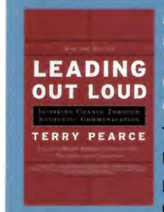
$40.00

Organization Strategy, Structure, and Process

Ray Miles, professor emeritus and former dean, and Charles C. Snow

Stanford University Press, reissued 2003

$25.95



Leading Out Loud: Inspiring Change Through Authentic Communications, New and Revised

Terry Pearce, Haas lecturer and founder and president of Leadership Communication

John Wiley & Sons 2003

$26.00

Business Protocol: Contemporary American Practice



David Robinson, lecturer in the Marketing Group

Atomic Dog Publishing 2002

$18.95

Essays in Technology Management and Policy: Selected Papers of David J. Teece

David Teece, Mitsubishi Bank Professor of International Business and Finance

World Scientific Publishers 2003

$95.00

New Haas Investors Strengthen Ties to School

The Haas School recently created a new program that allows companies and foundations to invest in the future of business management 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. Stephanie DiMarco, chairman and founder of Advent Software, one of the first partners in the program, comments, "As a business leader, I know that maintaining flexibility is an important way to meet challenges while delivering an excellent product. By providing the Haas School with unrestricted resources, my company is helping to improve key areas of the school."

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. "The relationship they create with the school is mutually beneficial."

In addition to Advent Software, other recent members in the Haas Investors Program are Bank of America Foundation, Eastman Kodak Company, Goldman Sachs, Progress Investment Management Company, Sit Investment Associates, and the Walter & Elise Haas Fund.

For more information on the Haas Investors Program, contact Jeff Rhode in Corporate and Foundation Relations at 510-642-1907 or by e-mail at rhode@haas.berkeley.edu.



Lee Ethics Chair Established

The family of the late Soloman Lee, MBA 76, presented a check for $1 million to Dean Tom Campbell to endow a faculty chair for a faculty member to conduct research and teaching in business morals and ethics.

New Development Councils in NY and LA

Last fall the Haas Annual Fund extended its network of fundraising volunteers by creating two regional development councils in New York and Los Angeles.

The new councils are focusing on increasing annual fund participation from alumni and providing stewardship activities for donors in their respective regions.

The New York volunteers have already completed one telethon, and they have hosted a thank you luncheon for annual fund donors with Dean Tom Campbell at Morgan Stanley's midtown headquarters. The following alumni are members of the New York Development Council: John Appel, BS 85; Eduardo Cabral, BS 98; Wendy Hsu, MBA 02; Jane Knop, BS 02; Philip Livingston, MBA 83; Rob Nicholson, MBA 95; Christopher Nuttall, MBA 02; Kathryn O'Connor, BS 98; Margaret Spencer, MBA 92; and Jeff Woods, MBA 98.

The Los Angeles council is comprised of three teams that are focused on acquiring new donors among recent graduates and renewing prior donors. The following alumni are members of the Los Angeles Development Council: Ted Cordova, BS 97; Jared Herzikoff-Cornell, BS 02; Michael Ho, MBA 90; Sid Jordan, BA 74, MBA 76; Joy Kovaleski, BS 77; Steve Lurie, BS 00; Connie Marmet, MBA 84; Aaron Martinez, BS 92; Jim Ryan, JD/MBA 89; Marla Ryan, MBA 88; Ron Saxena, BS 00; and Melisa Wilson, MBA 88.

The new regional councils have also inspired new membership in the Bay Area Development Councils. The following alumni joined the Bay Area council this year: Melissa Daniels, MBA 00; Mark French, MBA 98; Hans Grande, MBA 02; David Hughes, MBA 01; Moira MacMahon Regueiro, BS 97; and Cecilia Pang, BS 00.



Undergrads Recognized by Boeing

The Boeing Company has recognized two Haas undergraduate students, Katherine Lyn-Nan Keil and Kinman Tong, for their outstanding academic achievements by awarding them the Boeing Undergraduate Scholarships.

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. Sixty 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 Haas LifeLong Connections, or Haas LLC. The program includes a website (http://www.haas.berkeley.edu/alumni/llc/index.html), teams of LifeLong Connections class leaders and a tabling campaign during the last few weeks of spring classes. Haas LLC 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—

Two Berkeley MBAs Found a New Private University in Africa



PHOTO: TERESA DOMKA



The founders: Patrick Awuah and Nina Marini, both MBAs 99, jointly founded Asheshi University. Top photo: Dr. Yaw Nyarko (second from left), a visiting economics professor from New York University, teaches an undergraduate microeconomics course at Asheshi University.

By Ros Davidson

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

Those 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 startups by recent MBA graduates.

A groundbreaking university with a purpose as lofty as Goethe's ideals, Ashesi is a private university offering undergraduate degrees in business and computer science that had its business beginnings as a student project at Haas—in the course work of two MBA 99ers, Patrick Awuah, a native Ghanaian, and Nina Marini.

Five years later, Ashesi is well on track to meet its not-so-modest goal of training 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 liberal arts—Awuah is a graduate of Swarthmore—and an emphasis on social responsibility.

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



PHOTO: TERESA DOMKA

A teaching assistant is helping students with their microeconomics problem in Asheshi's computer lab.

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 applicants—enrolled this February.

For Dodzi Anku, 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 booted 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 Anku.

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 30 experts, including 13 professors from Haas who help with the business curriculum, teaching methodology, and faculty training.

Even before Awuah 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 reevaluate my commitment to Africa," recalls Awuah, who is moving back to Ghana this summer with his family, which now includes a daughter, Efia. 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.

Awuah had enrolled at Haas because he realized that a top-notch business education would help his enterprise become successful and self-sustaining. Now 38 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's awesome!' There was just this sense that it could be done," says Awuah.

When his project was accepted for the International Business Development course, one of the few at any business school that offer on-site international consulting projects for MBA students, it so captivated fellow student Marini that she jumped on board. Raised in Japan, she had expected to work on a project in Asia. "But this classmate with a dream and vision—it was a discovery for me," says Marini, 32 and vice president of Ashesi University.

With two others, they traveled to the sub-Saharan country to conduct market research. As the idea took off, they also developed a support network at Haas and with alumni. In addition, Awuah, a Microsoft program manager before he started his MBA, was able to raise some of the initial funding through former business associates.

Ashesi still has strong links with Haas. It has remained an ongoing client of the International Business Development course. And in late May, Dean Tom Campbell, who has taught and traveled extensively in Africa, offered a leadership seminar on constitutional law.

The accolades have been fast and furious. In 2002 Awuah was selected as an inaugural fellow of the Africa Leadership Initiative, a program to nurture young leaders who are motivated, effective, values-based and community spirited.

Last summer external examiners from Haas and Swarthmore reviewed Ashesi's coursework and gave it high marks. And after the National Accreditation Board of Ghana visited in October, the board's deputy executive secretary hailed Ashesi as one of Ghana's best new universities and an example to follow.

A final word from a sophomore, Regina Agyare, sums up project's boldness, power, and magic. "I believe that coming to Ashesi was the best decision I ever made," she says. "Every day I count my blessings and Ashesi keeps blessing me with knowledge, skills, and memorable experiences."

By Kim Girard

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, Ca., 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 how to better run their businesses, is "everyone's first choice," confides Kramlich, who's heading to her own plum job at Prudential Capital Group as a corporate finance investment analyst and offers sincere congratulations to Wald.

Michelle Wald, BS 03,
whose nickname is Waldo, came to Berkeley because it was close to her Sunnyvale, Calif., home and because she was recruited as a star high school athlete. The 21-year-old juggles her academic work at Haas, while playing field hockey and basketball. She has excelled at Haas. In fact, the honor society member was offered a coveted job in consulting with McKinsey & Co. after graduation.

In many ways, that's the spirit of the Haas School, as convivial as it is competitive.

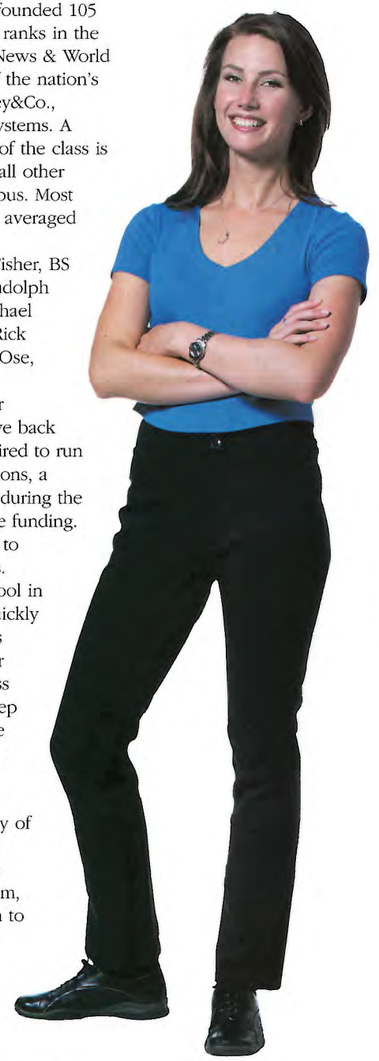
The undergraduate program at the Haas School has become even more successful over the years, consistently producing a bumper crop of diverse, highly successful graduates, and it is now poised to expand this year to accommodate the ever-increasing demand for the program.

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's first in his family to go to college, or the daughter of a working class single mom who's studying on a full scholarship. "It is not elitist, but it is top notch" says Stephen Etter, BS 83, MBA 89, a lecturer at Haas who is an alumnus and a partner at Greyrock Capital Group. "Our student body and the

"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 86 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 50; retired Bank of America President and CEO Rudolph Peterson, BS 25; former US Treasury Secretary Michael Blumenthal, BS 51; Dreyer's Ice Cream President Rick Cronk, 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 Etter 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 privately," Etter maintains.

Though 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 enrolls 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 Himelstein, BS 83, 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, too. Kramlich, who hails from North Dakota, 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, two-year program that awards a Bachelor of Science degree (BS), accepts applications from both continuing UC Berkeley and transfer students. Students begin the program the summer before their junior year. Consistently ranked among the top four in the nation, the program is expanding over the next several years by 150 students.

Haas Undergraduate Program	
Total Enrollment	675
Class of 2004	
Applications Received	1427
Admitted	23%
Enrolled	327
Enrolled Women	50%
Enrolled Minorities	78%
Avg Age at Enrollment	21
Avg of GPA of Enrolled Students	3.65
Number of undergraduate student organizations	19



to prepare students for the real world. Richard Meese, a former director of the undergraduate program who is now a managing director at Barclay's Global Investors, was concerned that the school was training students to be good accountants, at the expense of teaching them to communicate and impress real-world employers. As director, he played a key role in changing the undergraduate business curriculum. For one, the school restructured UGBA 10, a business school class open to all undergraduate students, changing it from accounting to general management to help send a new message. The school also added a course in communications skills. "I think we got a lot of credit for the changes," Meese says. "But the proof is in the pudding—what the companies who are hiring these students think."

The approach is working. Demand for enrollment in the program is at a record high. Historically about half of the continuing UC Berkeley students who apply make it into the competitive program (that number is even less for transfer students), which, like the rest of the university system, is gearing up to meet Tidal Wave II. That name refers to the throngs of baby boomers' children who are expected to flood the public university system in California until 2010. To accommodate the bubble at UC Berkeley, all programs in high demand on the campus were asked to submit proposals asking for the required resources to expand. As one of the impacted programs, the undergraduate business program is expected to expand from 550 students historically enrolled in the two-year program to 700 by the 2004-2005 academic year, providing more access to both continuing UC Berkeley and transfer students.

Kinman Tong, BS 03, **who transferred into Haas from community college, swore he'd never become an accountant like his parents. A native of Malaysia, where his parents still live, Tong is eating his words. But that's fine by him. An honor society and student government member who is involved with fraternity life on campus, Tong hopes to return to Berkeley to get a master's degree in business and law. He'll work in auditing at Deloitte & Touche after graduation.**

Part of the expansion includes summer classes. About 6 percent of Haas students have historically taken summer courses. Now, both continuing UC Berkeley students and transfer students enrolling in Haas will be required to start the program in a special summer session that kicks off this July. All new Haas students will be split into two cohorts and take two core business classes two afternoons and evenings per week for six weeks. Summer session will provide crucial bonding time for all new students, something the undergraduate program lacked in the past, Himelstein said. "MBAs go through almost everything together in and out of class," he said. "We wanted to simulate that as much as possible."



"They just polished me up. I learned the stuff that I am going to use every day in life."—Derek Swafford, BS 03

Part of the challenge is that students do not enter Berkeley as business majors. They generally apply to begin the program during junior year. Additionally, about 10 to 15 percent of Haas students are double or triple majors so their interests aren't limited to business. Kramlich, for one, came to Berkeley not only for business, but to study German, one of the programs for which Berkeley is known. Older students with business career aspirations are also welcomed into the program. Derek Swafford, a 28-year-old senior and former Cal football player, credits the business school with opening a new door for him when his athletic career ended due to an injury. "They just polished me up," said Swafford, who recently accepted a job as a credit manager at Wells Fargo and eventually wants to start a sports management company. "It was like I was being coached in business like I was coached on the field. They taught me about resumes, interviews, everything, you name it. I learned the stuff that I am going to use every day in life."

Derek Swafford, BS 03, **28, was a varsity football player at Cal until injuries took him out of the game. Business school opened up a new door for the Ventura, Calif., native who played minor league baseball for the Pittsburgh Pirates for five years after high school before returning to the football field. Swafford, who will work for Wells Fargo in credit management after graduation, wants to eventually own a sports management company.**

Some students find coming to Haas gives them the chance to have a very rich extracurricular experience. Kinman Tong, a native of Malaysia who transferred into Haas from community college, is starting two new fraternities on campus. Tong's aunt attended the Haas business school in 1995 and his parents, who still live in Maylasia, are both accountants. Tong, who will work at Deloitte & Touche after graduation, is hoping to return to Berkeley to get a joint MBA/law degree.

Like many students, Tong loves case studies. Anyone attending Haas knows about case competitions, which require students to huddle together to solve real world business problems. There are two types of case competitions: external competitions, where students compete against teams at other business schools such as Wharton and University of Texas, and internal ones held at the school. Major firms such as Goldman Sachs, Cisco Systems, and Deloitte Consulting, which employ many Haas alumni, get involved with the case competitions as donors, mentors, and judges.

For the competitions, students work in teams of four that include one student from outside of the business program. Finalists present their case to a panel of judges comprised of company representatives, teachers, and alumni. Annie Lai, BS 95, director of undergraduate admissions and operations at Haas, says the students put all they have into these cases, pulling all-nighters, and doing hours of case study work on top of regular class work. "The value they gain from it is just so amazing," she said. "Through these competitions they get a taste for the complexity of real-world problems."

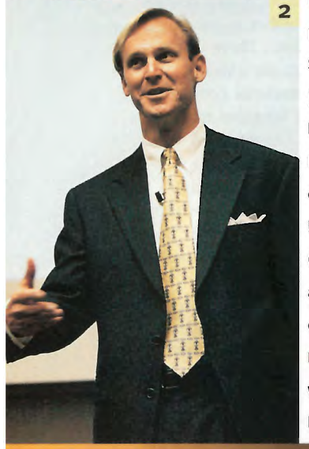
For George Leng, BS 99, a programs manager at Cisco Systems, participating was so crucial to him that he now mentors students involved with the internal case studies, coming up with problems for them to tackle. "It really gave me a flavor for what the real world was like," he said. "It's really up to you to figure out the key issues. Students don't get this from just taking tests. Under high-pressure situations, case competitions really mirror what students will find in business after they graduate."

It's these soft skills—working on teams, getting along with all sorts of people, and delivering quality work under pressure—that students and their future employers will value as highly as the knowledge of straight business and economic theories studied in books. And this balance is key to the Haas School Undergraduate Program.

Connected at Haas

THE HAAS COMMUNITY CONNECTED AROUND THOUGHTFUL TOPICS IN 2002/03


1


2

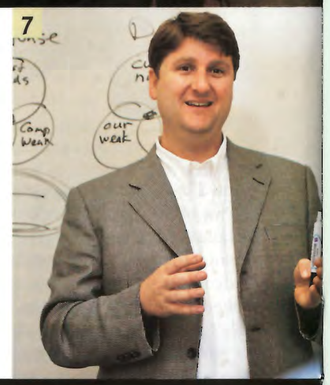

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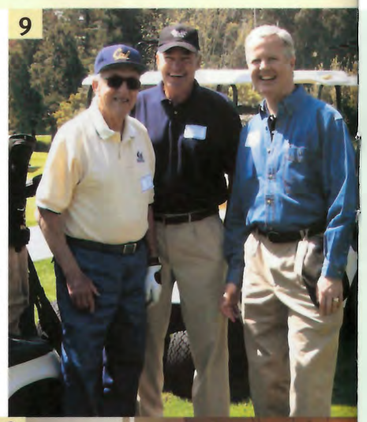


5


6


7


8


9

1. Enron whistleblower Sherron 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. Walt 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 2001, Pavlo pled guilty to wire fraud and money laundering while employed at MCI and was convicted to serve 2 years in federal prison. 3. At the Alumni Celebration at the Menlo Circus Club Gigi Glafikdes, 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. John Doerr, partner at Kleiner, Perkins, 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 4. She is pictured with Kellie McElhaney, executive director of the Center for Responsible Business, and event organizers from the Nonprofit & Public Management Club Patti Lew, Braden Penhoet, and Christina Connett, all MBAs 03 (left to right). 6. Congressman James Greenwood (R-PA) gave the keynote address at the 13th 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 Inktomi, 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 Hornthal (not pictured), founder of Preview Travel, for their prominent entrepreneurial accomplishments and longstanding ties to the Haas School. 8. Don Fisher, BS 50, founder and chairman of Gap, hosted a special alumni event on corporate governance at the new Gap headquarters in San Francisco. He is pictured here with Art Gensler, founder and chairman of Gensler Architecture, Design, & Planning, and JoAnn Dunaway, MBA 92, director of Major Gifts at Haas. 9. Edward J. Arnold, BS 40; Professor Emeritus and Former Dean Ray Miles; and Dean Tom Campbell take a break at the inaugural Haaski Open, a fund raising golf tournament to support the school.

Alumni Notes

Undergraduate

1949

James C. McFarland, BS, is president of Investment Advisory Services Inc. in Portland, Oregon, a company he founded in 1992 after retiring as senior vice president of Merrill Lynch. He is an elder and past chair of the board of trustees of the Presbyterian Church of Portland, past president and director of St. Andrew's Society of Portland, and past director and vice president of the Waverly Country Club. He and his wife of 52 years, the former Betty Howard, have four children, all college graduates, including son Marty, a 1982 Cal graduate. They have six grandchildren.

1951

Hugh Gordon, BS, is continuing to enjoy retirement at Ruby Bay in the south Island of New Zealand, where he has lived for 30 years. He writes, "We are enjoying living by the sea. If any alums want to have a look, see our Web site at www.barking-fish.co.nz. It's just as good as it looks. Greetings to any old classmates."

REUNION 1953 REUNION

Roger W. Gilbert, BS, is CEO of Specialty Co., an insurance property and casualty firm. He and his wife of 50 years have two sons, one daughter, and seven grandchildren. He donates time and money to Bermuda Insurance Co., which insures college fraternities.

1956

Marian Crampton Vantress, BS, has semi-retired in Santa Cruz, Calif., from a 30-year career in commercial interior design specializing in national park facilities and historic properties, hotels, golf course club houses, and corporate facilities. She raised four children and then started Vantress Design Associates in San Jose and Santa Cruz. She has 11 grandchildren.

Bud Figel, BS, who retired after 30 years as a commercial real estate broker, was named "Economic Developer of the Year 1984." He was on the Adams County Board of Governors and was instrumental in the site selection of Denver International Airport.

1964

D. Ross White, BS, (MBA, 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 $150 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 back to Coronado, 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.

1965

After working in the accounting sector and then commercial real estate industry, **Vivian (Kundell) Van Lier, BS,** entered the careers 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: Danielle, an attorney at the Screen Actors Guild, and Erik, who most recently has worked as an actor. Vivian has given presentations on career development at a variety of conventions and universities, and last year, she chaired the International Career Development Conference. Her resumes are featured in 15 nationally published books, and she works with clients all over the world through her Web sites, www.CuttingEdgeResumes.com and www.CareerCoach4U.com. She also enjoys providing her expertise through community outreach efforts and recently conducted interview workshops with female inmates in Chowchilla, Calif.

1966

Herman, MBA, and Irene Boschken, BS, see MBA 1968 notes.

REUNION 1968 REUNION

Peter Meeks, BS, recently moved with his wife, Linda, from San Francisco to Sonoma, Calif. He writes, "Living among the grapes, rolling hills, and Bear's den population of Cal graduates. No more Muni buses at 4 a.m. Continuing my BDO Seidman, LLP business travels as the director of alliance relationships, west of the Mississippi. Daughter Jessica, a UC Berkeley graduate and attorney in San Francisco, just purchased her first home in San Carlos. During 2002, daughter Kim McNair, a UC Davis graduate, delivered my first grandchild, Julia. Nothing better than being a grandparent! She's wonderful, and we're pushing her towards Cal—but 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!"

1969

Lawrence (Larry) Jones, BS, writes, "After getting divorced in 1997, 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 alum of right-coast schools, and we're excited about our new lives. Dallas isn't the Bay Area, but it has a positive side. I miss my old 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

Alan D. Fong, BS, has just completed 15 years of service with the State Compensation Insurance Fund in San Francisco. He writes, "After working as an account executive, auditor, and underwriter, I was recently promoted to the position of legal collection analyst. My wife, Charlene, is a graduate of UCSF's School of Nursing, and is a nursing supervisor in the radiology department at UCSF. We have two children, Jordan, a junior at Lowell High, and Dana, a freshman at Lincoln High, both in San Francisco. We have also been active at the First Chinese Baptist for many years."

James McWalters, BS, see MBA 1975 notes.

1975

Christine A. Lee, BS, has recently joined forces with Brokers 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 Jonathan, an eighth-grader at Horace Mann School in Beverly Hills, plays the clarinet and trombone 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 Avery, BS, writes, "Not such a cheerful update this time around. Since my last entry in CalBusiness, my restaurant business has failed and I've been "retired" from HP/Agilent Technologies after 26 years. On the positive side I can look forward to starting a second career."

Tim Meadows, BS, see MBA 1977 notes.

REUNION 1978 REUNION

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

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UP CLOSE

REUNIONS

Keeping Healthcare Research Alive and Well



Gail Maderis
BS 78
President, Genzyme Molecular Oncology, Boston, MA

Maybe it's something about being an identical twin that has led Gail Maderis (BS 78) deep into the world of genetics and biology. Unlike her molecular biologist sister, Ann Stock Zakaria, Ph.D., however, who took straight route into science, Maderis has come to the field in a more round-about way: through business. As a consultant and company executive for the past 15 years, she has been intimately involved in bringing innovative disease-fighting therapies to market.

Maderis currently serves as president of Genzyme Molecular Oncology, a tracking stock division of Massachusetts-based Genzyme Corporation. She is working with prominent researchers to test cancer vaccines that train the body's own immune system to attack cancer cells, and antiangiogenic agents that starve tumors of nutrients they need to survive. Since founding the business in 1997, Maderis has been the corporate brain behind the whole operation, busily coordinating among doctors, venture capitalists, investors, and pharmaceutical partners to keep the clinical trials humming and plan for the eventual federal approval and commercialization of the therapies.

"I've always wanted to run my own company," says Maderis. "This is a great opportunity because I'm also making an impact in people's lives. Nothing is more gratifying than seeing patients who are participating in the trials getting better."

Maderis came to Genzyme eleven years ago as director of corporate development, and then moved on to become vice president and business manager of the company's research and development program for gene therapy to treat cystic fibrosis, melanoma, and other serious diseases. Prior to that, she was a consultant with Bain & Company, with a specialty in the areas of healthcare and distribution.

"People skills are absolutely critical in what I do," says Maderis, who reports learning her first lesson in teamwork as an undergraduate at Haas. "In my organizational behavior class, we actually had to complete the midterm in randomly assigned groups. We were shocked at first—especially when we found out that everyone on the group would be getting the same grade—but we quickly understood the importance of working together effectively in a business environment. That teaching has really stayed with me." Her years earning an MBA at Harvard Business School, she says, "basically just reinforced what I learned at Berkeley."

Maderis, who grew up in Kensington, Calif., has adapted to her new home in the Boston area by picking up cross-country skiing, but says she comes out West at least once a year to indulge her lifelong passion for hiking and backpacking in the Sierras. She also retains ties with her twin sister, who attended Cal with her as an undergraduate in biochemistry and who went on to earn her doctorate in the field at the university, as well. "Interestingly," she says, "as business and science become increasingly integrated, we find that our worlds, which once seemed so different, are converging."

—MARGUERITE RIGOGLIOSO

Undergraduate

1980

Bob Finley, BS, see MBA 1987 notes.

1982

Betsy Wellington, BS, is president of Wellington Actuarial Services Inc., which provides actuarial and underwriting services for medical malpractice insurance and reinsurance companies. In addition, she is president of MedMalfaststats.com, which provides data that can be used to analyze medical malpractice insurance claims. She is married to John Scheuermann, a university math professor, and has two children.

REUNION 1983 REUNION

Steve Peletz, BS, see MBA 1999 notes.

Andrew Shapiro, BS, president of San Francisco-based Lawndale Capital Management, was recently named independent vice chairman of the board of Arlington Hospitality Inc. (O-HOST). The stock market's recent focus on corporate governance matters has kept him busy traveling the country speaking on governance reforms and his unique activist investing style.

1984

Mark A. Metcalfe, BS, writes, "After graduating from Cal, I worked at Ernst & Whinney, Bank of America, and Cendant. During this period my wife, Marika, and I lived on the East Coast and Midwest. We returned to Burlingame, Calif., in 1999 and are very happy to be back. I am looking, with a private equity firm, for direct-response companies to buy and operate. I'd be thrilled to hear from any classmates!"

Jay C. Mitchell, BS, writes, "Like many others in the Bay Area, I have recently completed my ride on the Internet roller coaster as controller of Consumer Review. As was the case with almost every other company in the industry, Consumer Review grew like a weed until running headlong into economic reality. In the end, nobody got rich, but this story has a happier ending than many in the industry. After a prolonged struggle with many rounds of layoffs, in December the company was sold to E-centives. From a peak employment of 75, 15 employees still remain with the company. After five years in public accounting followed by 10 years in the hard-drive industry with Quantum and Seagate, my career path has taken a less traditional (and a lot more fun) turn in recent years. Immediately prior to taking the Consumer Review job, I spent five months working for minimum wage (!) at the Old Faithful Inn in Yellowstone National Park, an experience I would highly recommend to anyone. On a personal note, I am the proud father of a 3-year-old son, John, who is enjoying spending more 'quality time' with his dad until we find out where life will lead us next."



Jay Mitchell, BS 84.

1985

Margaret C. Andrews, BS, is living in Medfield, Mass., with her husband, Chris Haley, and three children: Connor (8), Alec (6), and Erin (4). She writes, "As if this weren't enough, work at MIT is keeping me quite busy. I've been the executive director of the MBA Program at the MIT Sloan School of Management for the past three years and was recently promoted to manage marketing and alumni relations, too. Life is good."

1986

After 15 years in financial services with such companies as GATX Capital, GE Capital, UPS Capital, and GMAC, **Gary E. Lentz, BS,** recently switched gears to become president of INFO STOR, a hard-copy and digital-data archiving company headquartered in Santa Rosa, Calif. INFO STOR is a 10-year-old company with records centers in California, Nevada, and Missouri. He and wife, Nicole, continue to live in San Rafael with their five amazing children: Holly, Courtney, Nick, Avery, and Katie.

Jeff Myers, BS, of Washington DC writes, "After business school, I headed east to Harvard's Kennedy School of Government for a Masters of Public Policy. Since then, I have combined focuses on the business and public sectors as a consultant to local, state, and now federal government. As a senior associate at Booz Allen Hamilton, I manage strategic and business planning engagements for the IRS and Immigration Services (now a part of Homeland Security). I do a little recruiting, too,



Jeff Myers, BS 86, with his wife, Lin, and daughter, Hope.

and just hired **Scott Greenfield, MBA, 02.** On the home front, my wife, Lin Liu (UC Berkeley BA 86, Harvard MPP 89), and I have a wonderful 4-year-old daughter, Hope."

REUNION 1988 REUNION

Chris P. Carvalho, BS, of San Rafael, Calif., writes, "I'm beginning my fifth year as the head of business development at Lucasfilm and as such, both of my boys know the difference between Darth Vader and Darth Maul."

1989

Elaine L. 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. They live about two miles directly north of the White House.

1991

Neila D. (Shah) Wilson, BS, of Moreno Valley, Calif., was married to Charles Wilson in April 1995. She is a mother of two: Aaron (6) and Ashley (3).

1992

Peter C. Yu, BS, writes, "Greetings from San Diego! After my MBA from another school, I joined Bain & Co. to perform strategy consulting, turnarounds, and private equity for two years. In November, I jumped back into industry as a manager of strategy and planning for Gateway. The pace and scale of change is definitely strong here, despite, or I should say due to, the soft economy."

REUNION 1993 REUNION

Jacqueline Hamilton, BS, is an attorney in San Francisco specializing in business litigation. She lives in the city with her significant other, Carl, and their dog, Buckley.

1994

Anthony S. Whelan, BS, of Portland, Ore., worked for Microsoft for five years and then for an Internet startup, Go2Net. He was recently married and is starting to look again for employment.

1995

Adrian Chua, BS, of Tokyo, Japan, founded and manages Round Hill Capital Partners (www.roundhillcap.com), a boutique real-estate fund management firm focusing on real estate investments in Japan and the Asia Pacific region.

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 in October) and Jake (1). http://www.gardnerlawyer.com"

In 1999, **Daniel Regan, BS,** of Clayton, Calif., established Indigenous Society, a 501c(3) tax-exempt organization that provides computers and computer training to economically disadvantaged people and nonprofit community organizations to increase educational and job opportunities. He writes, "Any support from fellow Haas alumni is greatly appreciated. Currently we have a need for used computers. If your company is refreshing its computer equipment we can put the used computers to excellent use, here in our community."

1996

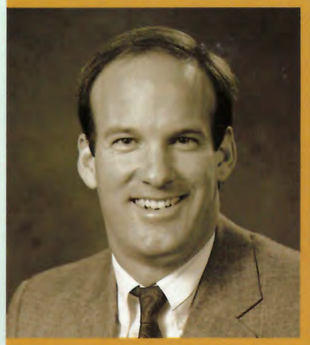
Joseph Goldberg, BS, writes, "After graduating, I did investment banking for JP Morgan in San Francisco and worked at several tech companies in Silicon Valley. I am now getting my MBA at Wharton and am working to land a summer internship in high-tech product marketing back in the Bay Area. My twin brother, **Jon Goldberg,** also graduated from Haas in 1996. He did banking for Salomon Smith Barney in New York and San Francisco, and then worked at a tech startup in Silicon Valley. He is now an MBA at Kellogg and will be interning for Lehman Brothers sales and trading this summer."

Eileen Hsu, BS, writes, "I've been a project manager at Semaphore Partners, a technology services firm, for the past three years with some great clients like Orbitz and Bea

REUNIONS

UP CLOSE

Packaged Produce: A Growing Business



Bruce Taylor
BS 78
Founder, chairman, and CEO of Taylor Farms, Salinas, CA

In the middle of California's Salinas Valley, the fictional setting of John Steinbeck's novels about the pathos of farm life and the "salad bowl" of the world, sits Taylor Farms. The name is faintly folksy, indicative of its roots in a family business spanning back 70 years. But under the leadership of founder, chairman, and CEO Bruce Taylor, Taylor Farms is hardly a mom-and-pop operation—it has become the world leader in the production of ready-made salad fixings for the restaurant industry. Taylor Farms is the second major salad company that the entrepreneur and his team have built in 22 years.

That's because Taylor is a third generation member of one of the most innovative lettuce grower and producer families in the country. His maternal grandfather, Bruce Church, was an entrepreneur who began growing and shipping iceberg heads from the Salinas Valley back in the 1920s. Taylor's father, Ted, took over the company and successfully implemented novel techniques to wrap and gas lettuce in order to give it a longer shelf life.

Having grown up on equal portions of leafy greens and business talk at the dinner table, Taylor became a joint business and development studies major at Cal, where three of his grandparents and both of his parents had attended. After marrying Cal classmate Linda Ruxton (AB 78), he went on to Harvard Business School. In 1981, Taylor joined the newest fledgling family business, which he later named Fresh Express, and rose through the ranks quickly to become president in 1985 and chairman in 1991.

Along the way, Taylor built upon his father's long-held dream to create ready-to-eat salad for consumers, and led the introduction of "salad in a bag" in grocery stores across the country. In 1994, when it became clear that the extended Taylor family had differences about the future of the company, he left to start Taylor Farms. His new company, which produces fresh-cut vegetables and salads for large foodservice customers such as McDonald's, Subway, and Red Lobster, has $400 million in annual revenues through nine processing facilities in the United States and Australia.

Taylor attributes his good fortune to the strategic thinking and diversity of cultures and ideas he's been exposed to through nearly a life-long involvement with Cal. Says Bruce, "Linda and I are blessed to be part of the Cal family and we look forward to continued interaction with the University."

—MARGUERITE RIGOGLIOSO

Undergraduate

Systems. Hit a milestone last week when I finally ended my six-year stint at the old Emery Bay apartments and got my own little place in the Oakland hills!"

Melanie L. Rhinehart, BS, received her MBA this May from New York University's Stern School of Business Administration. She obtained an emphasis in finance and marketing as well as a certificate in entertainment, media, and technology.

Motivated by events of September 11, **Lillian L. Wang, BS,** took a leave from the private sector to assume an appointment to the US Department of State in Washington DC. Prior to this, she worked as senior manager of business analysis at American Express in New York City, after receiving a masters from Columbia's School of International and Public Affairs with emphases in economic policy and East Asia. Lillian continues to develop her passion in screenwriting. Her first screenplay has garnered numerous honorable mentions from notable contests, including the Telluride. She is actively seeking representation.

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 was married in May 2001.

Mike Aaronson, BS, writes, "After completing my MBA from the Wharton School last May, I accepted a position as manager of new product development for Comcast Cable Communications in Philadelphia. I spend my time developing and marketing new video products and services for cable television, such as video on demand and HDTV. I also got engaged on New Year's Eve and plan to be married on Feb. 14, 2004. My fiancé is Rebecca, a pediatrician."

After two years of independent consulting, **Charles Kreling, BS,** has taken on two partners and assigned them to his client base. One of Charles' clients, Bazell Technologies Corporation, a leading manufacturer of centrifugal based industrial liquid purification systems, has hired Charles as its CFO and CTO. Visit www.bazell.com for more information. Charles' wife, Lisa, is the director of recruiting for Nelson Staffing, a leading staffing and HR solutions company in Northern California.

Mag Wangsuwana, BS, is vice president of mergers and acquisitions at Union Bank of California.

REUNION 1998 REUNION

Jake Baker, BS, writes, "I graduated from Haas in 1998 with a BS at the tender age of 45, and I am now a mortgage broker in Marin County, Calif. I started out as a rock star out of high school in 1970. That incredible ride lasted into the late 1980s, when I took my small fortune and invested in purchasing, remodeling, and selling homes in Marin. When the market crashed in 1991, I decided to get a college degree and then continue in my real estate career. However, I was swept off my feet by the Internet revolution while at Haas. Although I was hired by Oracle upon graduation and started training as a coder, I left to pursue my own career as a Web site development contractor. When the local dot-com crash finally hit me in 2002, I studied up and got a real estate broker's license and started selling loans in the summer of 2002. I have never stopped playing drums and singing rock, R&B, and jazz tunes in bands, and I am looking forward to the summer gigging season. www.jakebaker.com."

1999

Tina H. Chen, BS, joined Harbinger Venture as an investment associate. Harbinger is an IT-focused venture capital group backed by MiTAC of Taiwan, which has worldwide distribution channels and an annual revenue of $10 billion.

Jerry C. Hsieh, BS, of New York, writes, "Returned from mission to Australia, currently working at Goldman Sachs, getting married in August to a wonderful young lady. Life is good."

Michael K. Marshall, BS, of Sacramento finished his MBA at the University of Chicago in June 2002. He's now an investment officer at CalPERS. He writes, "I survived the economic debacle (for now)."

Elena (Bolozdynia) Perron, BS, writes, "I moved back to the Bay Area in 2002, after living in New York City for three years. Having just finished the first year of the MBA program at Stanford University, I will spend the summer this year working in corporate finance for Agilent Technologies."





Haas Celebrates Inaugural Gala

Above: Arun Sarin (center), MBA 76, CEO-elect of Vodafone, celebrated his Business Leader of the Year award with (left to right) Joan and Roger (BS 76) Siboni, Rummi Sarin, Mimi Haas, Tom and Susanne Campbell, and Peter Haas (front), BA 40.

Left: The Haas Alumni Network San Francisco chapter leaders Henry Hwong, MBA 97; Steve Peletz, MBA 99, and his wife, Kyra Minninger;and Tanya Steinhofer, MBA 99, were among the alumni that were recognized for their achievements and contributions to the Haas School community at the Haas School's Gala in San Francisco on November 7.

Pranav P. Popat, BS, of Beverly Hills, Calif., writes, "After 3 1/2 years, I have left Dresdner Kleinwort Wasserstein with a couple of colleagues to start the Los Angeles office of Lazard Freres."

Lee A. Thysell, BS, of Union City, Calif., writes, "In August 2000, I had a beautiful baby boy, Jaydon. I've been working at IBM since graduation. I work in finance, and I am currently the capital coordinator for IBM's Data Management Division within Software Group."

2000

Sara Cherlin, BS, writes, "I have enjoyed living in Mexico City over the last year. I am working in product development at Mercer Human Resource Consulting and living with my boyfriend of three years, Rafael. In several months I will be back state-side to earn an MBA at Harvard Business School."

William H. Edmonson, BS, joined the Credit Suisse First Boston Technology Group in Palo Alto, Calif., after graduating from Haas. After leaving CSFB, he visited 30 US states, three Canadian provinces, and 11 foreign countries. He is currently attending New York University School of Law on a full academic scholarship.

Roy A. Ng, BS, has been with Goldman Sachs in Hong Kong for almost three years in its Investment Banking Division. He was recently promoted to associate and will be in New York for training this summer. He is involved in community activities in Hong Kong, including tutoring high school kids in underprivileged areas and volunteering for Junior Achievement Hong Kong.

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

MBA

MBA

1961

Robert C. Cline, MBA, is a partner in the firm of Cline and Duplissea, www.cline-duplissea.com, a full-service lobbying firm in Sacramento, Calif. He is a former member of the California legislature. His firm represents business and local-government interests before the legislature and departments of state government. He and his wife, the former Jean Wilhoit, have three children and eight grandchildren.

1962

Jerome B. Williams, MBA, writes, "I retired and moved to the Tuolumne County village of Twain Harte in 1966. My youngest son is now a freshman in electrical engineering and computer science at Berkeley, so life couldn't be any better for our family, aside from an occasional bump or two. 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'm advised that whatever I choose, I should do well. Those who have been through this know that none of the options is very desirable. Currently I'm attempting (without much success) to obtain information about LRP (laproscopic radical prostate) surgery. I bore you with my health complaints in hope that the middle-agers will not put off the annual physical and that one of you old guys might help me locate an LRP practitioner in California. I enjoyed my 40th class reunion last fall and am a regular attendee at homecoming games. Any Haas alum interested in a look at retirement in the mountains is welcome to drop in or drop a line to Lcode@goldrush.com."

REUNION 1968 REUNION

Herman, MBA, and Irene Boschken, BS '66, writes, "Our son, David Boschken, and his wife, Amanda (both Cal grads, but not business), are expecting their first child (our fourth grandchild) in November. They are planning the event around the Big Game. Second, I (Herman) have a new business case published in the sixth edition of Hill and Jones, Strategic Management (just released by Houghton Mifflin). The case, called "Vail Resorts, Inc.," is case No. 1 in the text and is accompanied by a 130-minute video documentary on the Colorado firm's management strategy. I am a professor of management at San Jose State, and Irene is director of curriculum for the San Juan School District in suburban Sacramento."

In the last 12 years, **Marvin Lamoureux, MBA,** of West Vancouver, BC, Canada, has participated in a number of education policy, planning, and administration projects with the World Bank, Canadian International Development Agency, Asian Development Bank, and Caribbean Development Bank in 23 countries. He has been a project manager, team leader, and specialist consultant in higher education, technical education and vocational training, and primary education. Most recently, he completed a project implementation plan for the soon-to-begin World Bank "Primary Education for Disadvantaged Children" in Vietnam.

1969

Richard George, MBA, writes, "Last fall, I became an adjunct professor at Haas, 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 war stories and the 'been there, done that' authenticity to go along with the cases we study. It's great to be back on campus after so many years. I live in Truckee and am active as a consultant to banks in turn-around situations. Go Bears!"

1971

Michael Creazzi, MBA, is president and owner of Trek Equipment Corporation, a leasing and rental company of electronic test and measurement equipment. Last year, the company was ranked 119 in *Inc Magazine's* 500 fastest growing companies of the past five years.

Garrett Vogel, MBA 71, is a CPA in Dallas, Texas, and an expert in receivership cases. He has served as a court-appointed operations manager and forensic accountant on many securities law actions for the federal and state courts. He is married to the former **Anita DeArmond, MBA 71.**

1972

Rich Gleitsmann, MBA, relocated to Chicago to serve as president of ITW's Food Equipment Group, which includes such companies as Hobart, Vulcan, Wolf, and Traulsen.

REUNION 1973 REUNION

James Eaves, MBA, writes, "I was just selected by an Army Board to attend the 12-week Sustaining Base Leadership and Management Program at the Fort Belvoir, Va., campus of the Army Management Staff College. Although I'm fairly new in civil service, having first served 20 years as an Army officer/logistician, I believe that my application for the SBLM program was made all the more powerful by my mention of: MBA, University of California, 1973. I am currently working in Heidelberg, Germany, for the US Army and my office mate, Cameron Meeker, class of 1970, is also a Cal Alum (as are my parents—Jackson Eaves, 47, and Patricia Eaves, 48)."

1975

Mary P. Carryer, MBA, writes, "I have just returned to the Bay Area after almost 10 years away. In 1993, I left Wells Fargo where I had worked for 20 years to accept a four-year assignment as the general manager for consumer marketing and product development for WestpacBanking Corporation in Sydney, Australia. At the conclusion of that assignment, I moved to Honolulu, Hawaii, to become vice chair of the Bank of Hawaii. While I really enjoyed living in both those wonderful cities, I'm happy to be back here and looking forward to renewing old friendships. I plan to do some consulting and also to spend some time in France where my husband and I bought a home last year."

James McWalters, MBA, recently retired from Citibank/Citigroup after 24 years of service as a senior executive with postings in the United States and Asia. He is now one of the founding principals of GMI Capital Corporation (www.gmicc.com), an early-stage commercial finance company located in Redwood Shores, Calif., with a subsidiary in Singapore. GMI will be providing export/import financing for later-stage technology enterprises in the US and Singapore."



Grant Ricketts, MBA 79

Fall 2003
Student Alumni Tailgate Parties

Come by the Haas School before the home football games this fall!

9/27	USC
10/15	Arizona
11/15	Washington

Two hours prior to these games, the MBA Association is sponsoring a keg of beer and snacks for all Haas alumni and students. Simply bring a current business card with you in exchange for a cup.

GO BEARS!

1977

Tim Meadows, MBA, celebrated his 25th wedding anniversary in March. He has spent the last year enjoying more time with his family, traveling, and bike riding. In 1997, Tim co-founded Internet audience measurement firm NetRatings (Nasdaq: NTRT), and over the next five years helped build it into the worldwide authority on Internet user behavior. Prior to NetRatings, Tim held a variety of senior marketing positions with Silicon Valley high-technology businesses. He lives in Sunnyvale, Calif., with his wife, Mardy, and their three teenage children.

REUNION 1978 REUNION

Robin M. Williams, MBA, of Greenwich, Conn., writes, "I'm currently working at Partner Reinsurance Company of the United States as the chief underwriting officer. I'm responsible for a group of 35 reinsurance underwriters providing treaty capacity to 300 or so insurance company clients."

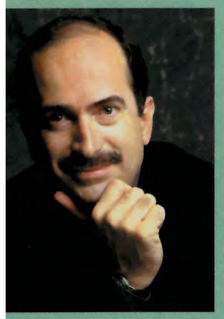
1979

Grant Ricketts, MBA, is vice president of business development at Saba Software Inc., a company he helped start in 1997. He writes, "Looking back to my days at Haas on paper, it looks like a long time ago, but it also seems not much longer than yesterday. I've been

UP CLOSE

REUNIONS

At IDEO, Innovation is The Business of Design



Tom Kelley
MBA 83
General Manager, IDEO, Palo Alto, CA

It's a typical Saturday, and Tom Kelley is out perusing the toy store aisles with his eight-year-old son. Suddenly, his son points at an Estes MaxTrax rocket with a unique altimeter nose cone and parachute that has caught his eye. "Dad, did you have anything to do with this?" the boy asks. "Well, yes, as a matter of fact, I did," says Kelley.

Such a scenario occurs regularly for the Kelley family, whether they're shopping for toys, computers, household gadgets, or virtually anything else people buy. That's because Kelley is part of the creative team that runs IDEO, one of the most innovative design and development firms in the world. The founder and present chairman of that company happens to be his brother, David Kelley.

At IDEO, Kelley, now general manager, has helped the company to grow its current 350 employees and 8 offices worldwide. IDEO has guided the creation of products and services that span the range from whimsical to sleek to functional to life-preserving—including the original Apple mouse, Oral-B's soft-grip kids' toothbrushes, and Kelley's favorite, a portable defibrillator. The latter, a piece of equipment that allows a layperson to administer a heart-resuscitating shock to victims of cardiac arrest, which is now kept handy on all major airlines and other public places, says Kelley, "has saved more than 100 lives."

Tom Kelley joined the startup in 1987 when there was only one office in Palo Alto and 23 employees hand-picked by David as much for their ability to pull pranks as for their design skills. "My job description was not well defined, but we knew it had something to do with business," Kelley laughs, adding that his office consisted of "the desk of whoever wasn't there on any given day."

Kelley immediately settled into the role he knew best from his training at Haas and his five-year stint as a management consultant—marketing guru. "I was basically the whole department for 10 years," he says. "I think I sat in on meetings with more than 1,500 prospective clients." When not in meetings, Kelley was furiously penning proposals to clients detailing how IDEO could create new products and services to help them solve their business problems—and getting more than half of them accepted.

After *Nightline* profiled IDEO in 1999, Kelley was given the go-ahead by his brother to carve some time out of his work schedule to write a book about the company. The fruits of that labor, *The Art of Innovation* (Doubleday, 2001) has sold well and launched Kelley's public speaking career. "The book has completely changed my life," he says with amazement. "People look at me differently now. Even my Japanese mother-in-law was caught proudly telling a clerk in the store that her 'son' wrote the book."

—Marguerite Rigoglioso

MBA

back in the Bay Area most of the 1990s after a three-year stint back East. Wife, Anne Delehunt (a UCB history undergrad), attended that other business school (starts with "H"). I had the somewhat unique experience of getting a second MBA, somewhat vicariously. In fact, I met my wife at a Haas business school function during the mid-'80s. So one can't argue with the opportunity to show up on B-school campus (on either coast) from time to time. I started my career in advertising, first Foote, Cone and Belding and then D'Arcy MacManus in San Francisco. But, since returning from the East Coast, I've been pretty wedded to the high-tech sector, first at Sybase for several years, then briefly at Oracle before I met the team that went out to start Saba. Saba provides a software suite that includes learning, content, collaboration, performance, and analytics products that help customers drive improved enterprise performance. We're over 330 people today (up from seven in the garage) and will turn 6 years old on April 1 this year. We had a successful IPO in 2001, and, while the market's been down, we are still carving out an interesting position. It's been a long, hard ride—and one I wouldn't trade for anything."

1981

Greg Overholtzer, MBA, writes, "On March 5, my wife, Suzy, delivered a healthy baby boy weighing 6 pounds, 12 ounces. He is 19 inches long and has red hair. We now have three boys and two girls. We took the entire two days in the hospital to decide on a name. We finally decided to name him after that well-known university in the San Francisco East Bay Area. It is a short name that went well with his middle and last names. His full name is 'Cal Andre Overholtzer.' Andre is the name of Suzy's father. He should be a natural now to go to Berkeley (would have been a strong possibility anyway). Cal watched his first Cal baseball game in March (on TV versus Stanford). His next big Cal event will be attending the Lair of the Bear this July. It seems fitting that 'Cal' will be going to the Lair of the Bear every summer—for many years to come. Go Bears!"

1982

Frances E. Draper, MBA, writes, "I'm working for a GE company in Boulder, Colo., which does high-end business computer hardware and software distribution. I am vice president of risk management. I survived a divorce and breast cancer within the past four years, but since have been very healthy and happy. Whew! What a trip, but I was not bored! Lucky to have two fun, great kids (16) and (11) and a wonderful partner."

Robert L. Farnsworth, MBA, of Irvine, Calif., was named "Outstanding Private Company Executive" this year by the Orange County Council of AeA (formerly the American Electronics Association). He is president and CEO of Sonnet Technologies and involved with AeA and other community organizations. He recently became a member of TechNet, which advocates the public policy positions of high-tech companies at the state and federal level. He met with Lt. Gov. Cruz Bustamante to pledge corporate support for Assembly Bill 1440, an initiative that provides the framework for a public/private partnership to provide Internet access for disadvantaged communities. Sonnet continues to contribute to a variety of community organizations, and it earned a spot on 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 five years.

REUNION 1983 REUNION

Dave Posegate, JD, MBA, is general counsel to MTC Distributing of Modesto, Calif. He and his wife, Elise, are building a house east of Oakdale, Calif.

Tauni Sauvage, MBA, owns and manages her own advertising agency, Sauvage Marketing Group, in Berkeley. She has three children, two in college, and one entering high school next fall. She writes, "Life is always hectic and always challenging, but it makes for very interesting days." Her children have all grown up around advertising and have provided some very good input on programs over the years.

1984

Peggy Bush, MBA, of Oakland, Calif., writes, "My professional career is a mix of business and legal projects. In addition to my law practice in the business (transactional and litigation) and elder abuse areas, I have a mediation and arbitration practice for complex business cases, employment issues, and real estate matters. On the non-legal side, I am executive director of a health-related nonprofit and provide personal coaching for executives. My two children have almost 'left the nest,' and I'm ready for new challenges."

Curt Kruger, MBA, of Novato, Calif., writes, "While still toiling away in the corporate world, my wife, Monte, and I now own and operate an equestrian facility, boarding about 100 horses, and offering lessons and trail rides. Dealing with kids and horses is a world apart from high finance and the Fortune 500."

Jacob Mathew, MBA, writes, "After spending many years working at Procter & Gamble through a range of assignments in finance and finally as head of strategy development, I have started my own consulting practice. The mission of The Strategy Company LLC is to provide strategy development and shareholder value services to large and small companies. My background in a large consumer products company allows me to facilitate strategy development at the business unit, sector, and corporate level. Within small companies, the focus is primarily on business development, with technology licensing being an important part. My wife, Sara, works at Dun & Bradstreet as their CFO. My older son goes to Phillips Academy at Andover, Mass., (he is taller than me now!) and my younger son goes to the local school in Warren, N.J."

1985

Virginia L. Williams, MBA, of Geneva, Switzerland, heads her own business, Ventures Worldwide, which provides leadership training and sustainable business consulting. She has over 20 years of experience in senior professional management as well as 17-plus years of commercial sales operations and sales management experience. She has also worked as a volunteer with a number of charitable organizations, including Special Olympics and Make-a-Wish Foundation. She is a member of the Global Peace Initiative, European steering committee, whose main projects are organizing the World Youth Peace Summit in Nairobi, Kenya, in October 2004, and the next Global Peace Initiative tentatively scheduled in Cambodia in 2005.

1986

Titus A. Brenninkmeijer, MBA, recently set up a management office in Pasadena, Calif., for Good Energies Inc., a private-equity investment fund, that invests in solar energy companies. Good Energies Inc. was established in 2001 in the Netherlands and has invested in solar energy companies in the US, Norway, Germany, South Africa, and Namibia.

Jennifer Eccles, MBA, writes, "I have a new job as analyst to the deputy comptroller for special supervision, but still at the Comptroller of the Currency in Washington, DC. Currently I am helping to implement a national problem-bank program as the 'special assistant' to the man in charge of our portfolio of problem banks. Previously, I had been in the group responsible for systemic risk evaluation, also at the Comptroller of the Currency (the regulator of national banks). My husband, Tom Eccles, is now a Navy captain and the Seawolf program manager (that's submarines). My daughter, Lexy (5), is in kindergarten. I still have two horses, and now have two cats."

Dan Engel, MBA, (JD, '87), writes, "I recently took a position as senior vice president for strategic planning and corporate development for Applied Underwriters Inc., a premier workers' compensation and financial services company. I will direct strategic growth initiatives, financial modeling and planning, and investor relations. I will also lead our capital markets and mergers and acquisitions activities. I will maintain an office in San Diego while spending time in San Francisco and Omaha."

1987

Hanoch Eiron, MBA, writes, "I have lived in Colorado with my wife, Trudy, and son, Ethan, since '95, when we relocated from the Bay Area. I am a marketing director with

Sign Up for Haas at Work

Haas at Work, a program which links alumni and MBA students in the alum's workplace, gives students a chance to learn about different work environments. Each volunteer alumnus hosts six students for a breakfast, lunch, or a presentation. Past Haas at Work visits have included Cisco, Smith and Hawken, Openwave Systems, Sun Microsystems and McKesson.

To sign up to participate in the Haas at Work program, contact Mark Gervase, MBA 04, at gervase@haas.berkeley.edu.

Alumni in the News



Hideki Hirano, MBA 02, has been singing the praises of the Haas School in the Japanese magazine *Nikkei Business Associe* — from October 2002 until March 2003, Hirano penned a series of six stories on his experience getting an MBA. The title for the series was "A fulfilling struggle for MBA — Master of Being Ambitious!" In the articles, Hirano described how getting an MBA changed his life. "*Nikkei Business Associe* is a magazine targeted at young professionals, including those thinking about attending an American business school." A freelance journalist, Hirano consults and does media training for business executives in Japan.

Paul Otellini, MBA 74, president and COO of Intel, was profiled in *Business 2.0* in May in the article, "The Man Who Will Be King."

Thomas Schultz, MBA candidate 2004, a student from Germany, has been writing for the German business paper *Handelsblatt* about his MBA experience at the Haas School for the past year. He gives a personal account of his life as a Berkeley MBA student and answers readers' questions about the school's admissions process, the program, and the value of its network.

Michael Milken, BS 68, appeared in *Forbes* Magazine on May 1 in the article, "Knowledge Universe gives Leapfrog shares to backers."

Dilbert cartoon creator **Scott Adams, MBA 86,** commented on how the Bush administration is doing in *USA Today* on April 27 in the article, "How's USA's first MBA President doing?"

William F. "Rick" Cronk, BS 65, appeared in *Forbes* magazine on April 24 in the article, "Dreyer's serves up bonuses for its two top executives." Cronk is president of Dreyer's Grand Ice Cream Inc.

Shazam Entertainment, a company founded by **Chris Barton and Philip Inghelbrecht, both MBAs 00,** continued to make news this year. *VentureWire* on April 24 reported, "Shazam Entertainment raises $6M Second Round," and *Revolution* covered Shazam's Best Innovation award at the BTOpenWorldInteractive Music Awards. Shazam enables people to use their mobile phones to identify song titles and artists by sound.

John Hanke, MBA 96, appeared on National Public Radio on April 3 in an interview about his new company, Keyhole. Keyhole provides high-resolution 3D imagery often used by news media during the Iraq War and made news on *CBS, 60 Minutes, Forbes,* and *PC World* earlier this year.

Bob Lutz, BS 61, MBA 62, remarked on Americans' "horsepower arms race" in the February 24 issue of *Newsweek* in the article "My Engine is Bigger Than Your Engine." He was also featured in *Newsweek* on January 13 in an article titled, "The Fast and the Luxurious." The piece is about the Cadillac 16, GM's new $250,000 concept car.

Jon Altschuler, MBA 01, vice president of Stream Realty Partners, was featured in *The Dallas Morning News* on February 21 in the article, "Leasing agent's pitch is a trip back in time."

"Hot or Not," a successful internet business started by **James Hong, MBA 99,** was featured in *USA Today* on February 20.



Hanoch Eiron skiing with his son in Colorado.

the Global Alliances organization at Hewlett-Packard. We enjoy Colorado in general, and skiing in particular."

Bob Finley, MBA, and his wife, **Jennifer, BS, 87,** had a beautiful daughter, Morgan, born on February 28. She was born at Alta Bates (third generation) and already has a full complement of Bear wear. Bob is currently CFO at Netli, a venture-backed company, which accelerates Internet traffic, and Jennifer is CEO of Too Good Gourmet, a specialty food company. Bob and Jennifer live in Oakland and keep in constant touch with their classmates from Cal.



The Finley family

June Roya Sterling, MBA, writes, "I have moved from being an adjunct business professor at Mars Hill College to a program manager at Western Carolina University. I now live in Cherokee, N.C., near Great Smokey National Park. I am setting up a financial literacy program for the Eastern Band of Cherokee Indian here on the Qualla Boundary. You can check it out at http://groups.yahoo.com/group/walkthepath. Still no new husband or babies to announce, just enjoyment of the natural beauty that surrounds me. This new 'war' (or is it a massacre?) worries me, and as a result of the rise in racial profiling, I have changed my name from Roya June Shahrokh to June Roya Sterling (my mother's maiden name), so you can call me Roya or June. Be well."

REUNION 1988 REUNION

Kathi J. Pugh, MBA, writes, "I received a joint JD/MBA from Haas and Boalt in 1990, but I was from the B-School class of '88. Since graduation, I have been an attorney at the international law firm of Morrison & Foerster. For the last eight years, I have served as the firm's pro-bono manager, which means that I am in charge of all of the legal work that we do for free. With over 950 attorneys worldwide, MoFo billed over 100,000 hours of free legal services in 2002. I was married shortly after graduation to my college sweetheart, Josh Maddox. We still live in downtown Berkeley with our two little girls, Rosie and Fannie, who are rambunctious rat terriers. On weekends, we enjoy sailing with the Bay Area Association of Disabled Sailors and exploring local parks with our dogs."

1989

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 US. I am also pursuing graduate work in theology at the Dominican School of Philosophy and Theology in Berkeley."

1990

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

1991

John Dougery MBA, is enjoying his sixth year in venture capital as general partner of BA Venture Partners in Silicon Valley (www.baventurepartners.com), and looking forward to the next technology growth cycle. He lives in San Francisco and still manages to find time to run a few triathlons each year.

Masaki Nagao, MBA, writes, "I recently joined Wipro Technologies, an Indian software service company, as chief executive of Japan operations. With 35 to 40 active accounts including major Japanese and Japan subsidiaries of US companies, I am looking for co-creation of good business growth. Look forward to working with Haas alumni somewhere in the world."

1992

Richard Jones, MBA, writes, "I'm still hanging out at Intel Capital looking for optical deals. The industry demise has necessitated traveling abroad quarterly. I just recently returned from a trip to Asia (Japan, China, Hong Kong, and Korea in one week), and although I didn't meet with any classmates (hectic schedule), I did talk to Zenda and Manuel. Next quarter, I'll try and save some time for fun. Anyone else in Tokyo, Seoul, Beijing, or Shenzen let me know. On a separate note: Is Regina Jacobs kicking butt or what? She's encouraged me to get serious about my bicycle road racing (I just liked the cool outfits). Maybe I can make the Senior Olympics if I'm lucky :-) Looking forward to spring in the Bay."



Richard Jones, MBA 92

Nicole "Nicki" Jordan, MBA, writes, "After a post-Haas career in nonprofit and small-business management and consulting, I changed careers to pursue my decade-long interest in yoga and healing. I teach yoga to companies, individuals, and public classes in the Bay Area. I also practice Thai massage and energy work. My clients span people of all ages and backgrounds, including the disabled, who I volunteer with twice a week doing all my healing modalities. I've never looked back, primarily because I never get sick anymore, and it feels like I was born to do this. Surprisingly, my work is bi-coastal. I've even been lucky enough to work with someone at Haas."

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. Could be worst, though. Happily married for 11 years with wife, Maria Aviles. The boy's names are Diego (2) and Emilio (4 months). Always welcome calls while in New York (212-799-4692)."

Yael Zheng, MBA, and **Wynn White, MBA,** are enjoying hanging out with their 1-year-old son, Weston. Occasionally, they also enjoy their jobs at Sun Microsystems and BEA, where they run respective 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, Super Bowl, and the Olympics—a tough job someone had to take. Wynn signed up with BEA recently after nine years with Oracle. Having just closed on a new home, they once again sought to time the real estate market just right, ensuring they buy at the high and sell at the low.

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REUNION 1993 REUNION

Dave A. Aguero, MBA, is vice president of new business development at Transamerica Finance Corporation with an office in San Francisco. He is providing structured debt financing to middle-market companies in the Western United States. He and his wife, Mandy, live in Marin County with their two sons, Dixon (3 1/2) and Alex (1 1/2). E-mail: dave.aguero@transamerica.com.

Rhonda Bucklin, MBA, and her husband, Martin, had a baby boy born July 26, 2002. His parents are pleased to say that he is a healthy, happy, and boisterous little fella' who keeps them busy but periodically allows them to still go skiing!

Jenny May, MBA, is regional leader of Western U.S. Human Resources for Nortel Networks. She has worked on various assignments in Nortel's Nashville, Toronto, Miami, and Milan offices and is pleased to now be firmly established in the Bay area. She resides with her partner, Tom, in sunny Menlo Park.



Miles Norman Raneri

Laura Norman, MBA, and husband, Michael Raneri, of San Francisco, welcomed son, Miles Norman Raneri, on October 8. Miles was 9 pounds, 3 ounces and 22 inches long. Laura works as a marketing manager at Microsoft in Mountain View.

Jorge A. Spichiger, MBA, of Santiago, Chile, writes, "After working for Citibank and Bank of America since graduation at Cal, I was invited to join the Spanish bank BBVA in Chile as treasury director in early 2002. My family currently includes my wife, Paty, and the two most beautiful daughters in the world, Sofia (5) and Catalina (4)."

1994

Art Altman, MBA, works for the Electric Power Research Institute of Palo Alto, Calif. He manages the institute's work (software and seminars) in valuation and financial risk management of energy derivative portfolios.



Susan L. Bernstein, MBA, of Mill Valley, Calif., is expanding her credentials, and is currently pursuing a PhD in somatic psychology (mind/body interaction) at the Santa Barbara Graduate Institute. Through her company, Transformation Target (www.transformationtarget), she coaches, consults, and offers workshops to help individuals and groups to achieve their potential through mind/body awareness. Susan applies her talents often at the Chetkovitch Career Center, offering mock interview practice sessions to MBA students and hosting brown bag lunches for Haas alumni seeking jobs.

Gregg A. Chow, MBA, joined Merrill Lynch as managing director and global head of investor sales, foreign exchange in March 2002. He writes, "A bull and a bear now."

Jeffrey B. Johnsen, MBA, of Carmel Valley, Calif., founded a marine biotherapeutics discovery firm in March.

Jeff Kragen, MBA, writes, "My wife and I live in Alamo with our four children: Claire (10), Patrick (8), Stephen (5), and Elizabeth (2). After 15 years in the technology sector, I decided to make a career change and to pursue my passion. I'm now a financial consultant at Smith Barney in Walnut Creek, where I focus on wealth management planning."



Baby Parker joined the deLeon family in February 2003.

P.J. de Leon, MBA, writes, "We'd like to welcome the newest and excited Cal fan! Parker Manuel de Leon was born to Teri and me on February 5. I've also founded a new business in residential renovation and property management. Life is good here in Chapel Hill, N.C."

Guy Wilnai, MBA, of Cupertino, Calif., writes, "Quovera (formerly Millennia Vision) is the business consulting and technology implementation company that I co-founded over eight years ago, soon after finishing my Haas MBA. Not only did we survive the bubble, unlike many in the services industry, but we have hit a point of inflection and are poised for growth once more. What an exciting economic period to have built and run a services organization."

Byrren W. Yates, MBA, of Sacramento, Calif., is CFO of Captus Networks Corp., which provides comprehensive intrusion prevention solutions for enterprises, ISP's, government agencies, and universities that need to ensure predictable network availability while minimizing operating costs. The company's unique business-driven, policy-based security approach automatically preempts all types of unwanted network behavior. He is also an owner of SpinCity Bicycles in Roseville, Calif. He and his wife, Karen, have two children.

1995

Kassim Chaudry, MBA, writes, "I have recently joined BrandWizard Technologies, Inc. as senior project manager. The company is a small digital-brand, asset management company in New York City. We develop online solutions for the packaging, marketing, advertising, and branding groups at various large companies. Our clients include GM, H-P, American Cancer Society, National Geographic, International Paper, among others. My family is doing well and has expanded to three children from one when I graduated from Haas: son Kevaanis (7), and the girls, Kiren (5) and Kamryn (2). My wife, Carolyn, still stays home with them and does a phenomenal job working full-time to help me bring them up. Hope you're all prospering. God bless."

Kristin (Thingstad) Chen, MBA, and her husband, Charlie, and their two kids, Sonja (3) and Cameron (1 1/2), moved to Danville, Calif., last year, where they're in the good company of the McGanns, Grays, and Andersons! The whole family enjoys the ultra-suburban life—and the cows grazing in the meadow across the street.

Red Gillen, MBA, writes, "I was recently appointed to the city of Berkeley Energy Commission and am quickly getting an education in public policy and the intricacies of the California electricity market. I have been fortunate to work with many organizations (both government and nonprofit) that are doing great work to help us all reduce energy consumption. If there are any Haas alumni working in energy conservation, it'd be great to hear from you!"

Terry J. Goode, MBA, of Richmond, Calif., writes, "My wife, Latondra, and I have a beautiful baby girl. Lauren Rose Goode was born on November 19, 2002, and weighed 7 pounds, 4 ounces. Lauren already has quite a personality and is growing so fast. We also were fortunate enough to purchase a new home in December 2002. We are still getting settled, but love the extra space, especially with all of Lauren's baby gear."

Meet the Dean



Kurt Zimmerman, BA 78, and his son Carl, BS 04, joined Martin Smith, BS 76, and his son Taylor, BS 04, at an event to welcome Dean Campbell in Danville last March.

Laureen Chang, MBA 75, had an opportunity to meet the dean at a special alumni reception for this purpose in Los Angeles in February.

MBA

Bahram Motamedian, MBA, writes, "Last year, I hung my hat in Texas and moved to a nice flat in Notting Hill to start Hines' European Capital Markets group. It is a new adventure and I get to travel all over Europe to speak with investors and underwrite real estate markets and investments for our company. I have been working on my English accent and driving on the left side of the road. Overall, London is a fun and vibrant town, and it also has great flight connections to Europe. I have been taking advantage of this as well and have been exploring the continent. The biggest news is that this summer I am going to marry my French girlfriend of two years. I look forward to her move from Paris to London."

1996

Scott Davis, MBA, writes, "Sachiko and I traded a one-bedroom SOMA loft in for a five-bedroom house near a park outside Portland, Ore. Our son, Shintaro (4) enjoys the park whenever it isn't raining."



Scott Davis (at podium) served as master of ceremonies for the grand opening of Sumitomo Electric's new compound semiconductor material plant in Hillsboro, Ore.

On January 30, **Markus Gyssler, MBA,** stood on the 19,340-foot summit of Mt. Kilimanjaro in Tanzania, Africa's highest mountain. He sends greetings to the Haas community.



Markus Gyssler, MBA 96

Sue (Hoffman) Levins, 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 HIPAA compliance project and manages a team working on EDI compliance. Sue continues to reside in Walnut Creek, Calif., with her husband, Bill (BA 1980), and their twin boys, Jack and Mark (3 1/2).



Alan Seigrist and Barbora Vasilisonova were wed in Sept. 2002.

Alan Seigrist, MBA, writes, "I married Barbora Vasilisinova in Kocise, Slovakia in September. Family and friends came from all over the world to our wedding, which included 10 days of festivities, traveling, music, arts, dancing, drinking, and eating in Prague, Kocise, 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 so well in Eastern Europe. The picture was taken in front of an 18th century Royal Hunting Lodge, where our wedding party stayed and we had our reception. My company, The Executive Centre, is doing well... all things considered. Met up with fellow '96 classmate Michael Phillip in Sydney on business and I get to see '96 Ross O'Brien and his wife, Nikki, all the time in Hong Kong. I hope to see some of you sometime soon!"

1997

Carlos Kokron, MBA, joined Intel in the United States shortly after graduation to come to Brazil and set up and run the Latin American finance organization. After about 18 months he started the Intel Capital operation in Latin America, where he has since been director, leading a team of investment officers in Argentina, Brazil, Chile, Costa Rica, and Mexico that have closed more than 20 venture capital transactions. Through June this year, he is doing a stint as the head of Intel Brazil. Carlos and wife, Marta, are living in Sao Paulo with their two sons Nickolas (7) and Thomas (4).

Marco Zambianchi, MBA, writes, "On April 25, I will get married to Carola Muis in a beautiful castle in the Netherlands. It will be a small wedding for the family only. This will make official the family relationship with another **MBA '97, Patrick Moeckli,** who married my fiancee's sister. Next year (around the same date) Carola and I will have a church wedding and a party with all the friends. Furthermore, we are expecting our first baby, a little princess, that should make her debut on the first week of July."

Alan C. Norquist, MBA, of Silicon Valley, Calif., writes, "Lisa and I rejoice over our little miracle, baby daughter Meline Helen Norquist. Meline (pronounced me-lee-neh) was born July 24, 2002, after a difficult pregnancy. Mommy and daughter are now doing fine. Daddy, on the other hand, is hopelessly wrapped around Meline's tiny finger."



Alan Norquist welcomed Meline Helen in July 2002.

Jenny B. Redo, MBA, and Kevin Brown (MBA '96) welcomed their second daughter, Alexa Parker Brown, born June 7, 2002 weighing 9 pounds, 4 ounces. Big sister, Mckenna, couldn't be happier.

REUNION 1998 REUNION

Pablo Aixela, MBA, and **Gonzalo Argüello, MBA,** write, "If you come and walk the Inca-trail, you'll feel that all your daily issues in the city are just like one of the small stones compared to all of what you see during this four-day adventure. When you have to make a decision at 14,000 feet of altitude, you first take a long breath."



Pablo Aixela and Gonzalo Arguello walk the Inca trail.

Amy (Luna) Capelle, MBA, writes, "Mike and I are proud to announce the January arrival of our first child, Calvin. Calvin was the perfect end to our 2 1/2-year adventure traveling the world and visiting friends and family. We've settled down (for now) in Palo Alto, Calif., but we try to show our Berkeley pride every chance we get."

Leslie K. Fisher, MBA, of San Ramon, Calif., writes, "This past year has been busy and exciting. We had our second baby, a girl, in July 2002. Her older brother is having a blast watching her grow and learn. I have been busy being Mom, while attempting to do some part-time marketing consulting. I am also working on developing a new nonprofit organization focused on promoting the benefits of reading to young children for families in need (homeless, teen mothers, etc.). Hope to get that launched in 2004. Feel free to drop me a note: lesliefisher@alumni.haas.org"

Benjamin P. Goodman, MBA, relocated to Boston in January and is vice president of business development for www.vcexperts.com. His second son is expected on Cinco de Mayo. He writes, "Pop me an e-mail if you would like a discount on our educational and reference material for entrepreneurs and investors. Cheers."

JT Klepp, MBA, of London, England, writes, "I am still lurking around the mobile services industry, and have now spun out a subsidiary, which I am heading up, from my former company. The company, MoConDi, acts as a distributor and a storefront provider for downloadable mobile content. Besides playing games on my phone all day, I am trying to cut down on travel—but very much looking forward to going to Madrid for Easter to visit the Spaniards."

Robert O. Kulewicz, MBA, was appointed director of sales at Xelibri, a new mobile phone brand launched by Siemens AG, which focuses on design and fashion rather than technology. The story of Xelibri was recently featured in the European editions of GQ, Wallpaper, Glamour, and Vogue. MTV will film the Xelibri launch party in London, which will feature American pop-star, Christina Aguilera. Robert writes, "Without a doubt, this is the most fun I've had since Haas!" He will be based at Siemens' headquarters in Munich, Germany. For more information, visit www.xelibri.com

Jeff Marshall, MBA, and **Jeanette Gurmendi, MBA,** were married in May 2002, and welcomed to the world Olivia Jordan Marshall in February 2003. Mom, Dad, and daughter are doing great.

Mei-Hsia Tan, MBA, and **Raymond Lin, MBA/MA '93,** were married in Woodside, Calif., in September 2001. **Chie Maeda, Shee-Yee Wu, Lilly Yip (all MBA '98),** and **Eng Young, MBA '01,** were part of the wedding party. Ray and Mei-Hsia live in Belmont, Calif.

Srivats Srinivasan, MBA, writes, "Rupal and I are thoroughly enjoying our life here in Seattle, with our little girl, Mihika. Work keeps me busy and on the road often (though not as often to the Bay Area as I'd like!). I came back to Microsoft (prodigal!) a year and a half ago after a short, eye-opening stint in the valley. I now manage our global marketing and ecosystem development team in the mobile devices group (pocketpc/smartphone anyone?). If you're in Seattle, give us a shout."

Julia (Knowles) Violich, MBA/MPH, is president of Gravy Wheels. She writes, "As many of you know, while at Haas, I divided my time between cycling and studying. After graduation, I pursued my passion for bicycling and began racing. In 2002, I earned my license to compete as a professional athlete. I also left management consulting and started my own company serving the high-end cycling community (www.gravywheels.net). Last September I took a hiatus from the racing scene and delivered a healthy little boy, Luke Anthony (Luca). Hoping he'll be able to enjoy Haas as I did and, of course, ride a bicycle."

As CFO and lead consultant for the firm's urban planning arm, **Jonathan R. Weinstein, MBA,** has helped The Jair Lynch Companies triple their 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 pursued his commitment to community-based economic development and currently serves as president of the 14th & U Streets Business & Arts Coalition and as a board member of the local Main Street initiative to revitalize the traditional commercial corridors in Washington DC's Shaw neighborhood. Jonathan is planning a New Year's 2004 trip to Cuba in conjunction with a series of articles on strategies for using heritage tourism as a vehicle for community economic development.

1999

Susannah Carrier, MBA 99, writes, "I'm still living in London and working at Credit Suisse First

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UP CLOSE

REUNIONS

The Battle for Your InBox: Sticking to the Fundamentals



Gina Lambright
MBA 98
Managing Director, Quris, San Francisco, CA

At a time when many Internet entrepreneurs are looking for new jobs, Gina Lambright, MBA 98, is settling into her fourth year at the helm of Quris Inc., an e-mail marketing company in San Francisco.

"The Internet got too big too fast, and a lot of companies without business fundamentals failed," said managing director Lambright, who spent seven years in advertising and marketing after college before deciding to earn an MBA. "But e-mail is still around and going strong."

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

In starting the company, Lambright accomplished precisely what she intended when she went to business school: "I had entrepreneurial aspirations, but I needed to learn more about running a business. I was so marketing oriented—I needed 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 Sippey, is one of Quris' 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 slogging, a lot of hand work." Quris' 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 adapt to new technology.

"It's a highly competitive environment in the in-box," 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."

—PAM KING

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University of California Berkeley Haas Alumni Network

Boston focusing on mergers and acquisitions for financial sponsors. Work is fulfilling yet tough given the shaky environment in investment banking. As a distraction, the last year has been filled with fun travel, including Stephanie McGinn's wedding in Ireland, visiting friends in Tunisia, renting a villa in St. Tropez with 10 people, spending New Years in South Africa, and bearing the cold in the Ice Hotel in the Swedish Arctic Circle (hotel made of snow and ice—fantastic!).

MBA

My husband and I have been travel fiends. Much love to all, and if anyone is visiting London, please let me know."

Valerie (Garcia) Houts, MBA, of San Francisco writes, "My husband, Tim, and I were blessed with the birth of a healthy baby girl on Dec. 21, 2002. Sofia Marie Houts is our first, and Mom and Dad are doing their best to figure it all out. Life is good."

Scott Kucirek, MBA, writes, "Life is great here in the Bay Area. I am still working at zipRealty as the executive vice president of new market development and looking into what markets zipRealty will expand into in 2004. I have a bit more free time in my new role and have been reconnecting with some of the '99ers. If you are interested in lunch, drop me a line. My wife, Mirjana, stays home to take care of our two daughters, Natalie (7) and Juliet (2). Juliet will start pre-school this fall, which will allow Mirjana to get a part-time position in the psychology world. We still live in our same house in Richmond and spend our summer free time going to A's Baseball, the Oakland Zoo, Tilden Park, and outdoor destinations. Best wishes for a great summer and fall. Go Bears."

Dana K. Meade, MBA, and Patrick Meade welcomed a baby daughter, Katherine (Katie) Meade, born July 23, 2002.

Chris Moore, MBA, and **Sabina Yoon, MBA,** are expecting their first child on August 20. They write, "To celebrate, we're moving to Tokyo! Well, actually Chris recently accepted a two-year assignment with Vodafone Japan (J-Phone) in its product management group. Please look us up if you visit Tokyo."

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!). Living in the sunny Potrero Hill neighborhood of San Francisco."



Steve Peletz, MBA 99

Steve Peletz, MBA, is president and CEO of Peletz & Company Real Estate (www.peletzco.com) in San Francisco, a full-service real estate brokerage in Northern California. He looks forward to helping clients make wise investment decisions, whether they are investing in their own residences, residential income properties, or commercial projects. Email: steve@peletzco.com

Michael Stix, MBA, an exchange student, is working as a member of the Salzburg 2010 bid committee and is responsible for international relations.

2000

Mei Mei, MBA, writes, "Hope you are all doing great! The past year has been so exciting for me that I cannot wait to share with you. On one hand, little Jade is almost 16 months old and has definitely been the angel that brightens my life: She can 'speak' three languages (Chinese, English, and Spanish—learned from daycare :-)), dance if you sing to her, and play with all kinds of remote controls (TV, DVD, RC Vehicle, and RC Spider) with confidence. At the same time, I started my own business in real estate, CalMBA Realty (www.calmbarealty.com), which is growing so fast! If any of you ever need to find information or help to obtain a California real estate license, refinance, buy, or sell real estate in California, I'd love to share what I have learned. Just e-mail me at mei2000@alumni.haas.org. Cheers!"



Mei Mei's daughter, Jade

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

Greg Patterson, MBA, and Karina Iniguez were married in December 2002 in Buenos Aires, Argentina, accompanied by friends and family, including several friends from Haas. Greg was also made a partner at The Advisory Group of San Francisco, a wealth and life strategy firm.

2001

Amit Dayal, MBA, of Palo Alto, Calif., writes, "We just had our second child, a baby boy named Gautam. With the new baby, and our 2-year-old, it almost seems as much work as the first MBA semester :-). In 2002, interKeel, the Web services infrastructure software company I had co-founded while in the program, fell victim to the venture capital drought. I am now the vice president of product management at Confluent Software, another emerging Web services infrastructure company."



Thera Kalmijin and her husband, Eric, welcome their first child.

Mat Fogarty, MBA, of Redwood City, Calif., writes, "Startup stopped—now at Electronic Arts playing games and counting the money. Babies now children; all's well. Looking forward to next entrepreneurial action. Any ideas out there?"

Thera Kalmijn, MBA, and Eric Angstadt welcomed their first child, a sweet little daughter, Anneke Johanna Angstadt, on December 13, 2002.

Oswaldo Ramirez, MBA, of Mountain View, Calif., writes, "I wanted to share the good news with you. Carolina and I are expecting our first child in mid-July, and it's going to be a boy! We are really excited, and we are trying to get as much sleep as possible."

Peter (Todd) Wehmann, MBA, writes, "After four years of dating (two of them in business school) and a cross-country bicycle trip, Bonnie Bates and I tied the knot in Laguna Beach in October 2002. Susan and Yanir Ram honored us with a reading at our ceremony while about half a dozen fellow Haas alums looked on. We bought a house in Alameda and are now expecting a baby in late September. The white picket fence is on order."

Peggy Wu, MBA, writes, "Just a quick note to let you all know that I am still happily employed at Barra and living in Berkeley. I do marketing for our enterprise risk management software as well as a recently acquired performance analytics product. Business travel has taken me to many interesting places, including a recent trip to Japan where Raj Manghani & I enjoyed a sumptuous meal with Haas '01s Yuka, Toshi, and Katsu, who all looked great. Ema Yamakawa and I visited Mt. Fuji and soaked in an onsen together. In sum, life is good, and I hope to see more of you this year."

2002

Eric Meyerson, MBA, writes, "I'm a product manager in small-business services with Wells Fargo Bank in San Francisco. I am, to my knowledge, the only MBA currently living on the corner of Haight and Ashbury."

Prasad Saggurti, MBA, writes, "Over summer, enjoyed a 4,000-mile road trip across the northwest and Canada with my lovely wife, Lakshmi. Classmates Terry Wang and Hans Grande taught me golf on another trip to Oregon, which was originally meant to check out national parks. My best day on the course so far has been a 104 I notched up while playing with Wendy, Iverson, and Clarke. After an extended summer break, started at Artisan Components doing product management stuff. The company is a rarity these days—a growing and profitable semiconductor company. Love my job, but I so miss those long, lazy, summer days funded by Uncle Sam's unemployment."



Ali Eagleson, MBA 02, Dave Eagleson, MBA 99, Ken Coblin, MBA 02, and Eric Meyerson, MBA 02 celebrate Eric's 29th birthday at Club Deluxe in SF.



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- Email lists
- Email forwarding
  yourname@mba.berkeley.edu
  yourname@haasalum.berkeley.edu

http://haasalum.berkeley.edu

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 Baja where I was whale watching. Also, my son and I own a Cessna 170, and I have an Allegro Motor Home. From my toys you see that I like to travel in my retirement. If you knew me in school, please contact me at wgotcher@csuhayward.edu or 510-247-1639."

Executive Development

2000

Maarten Vrakking, Executive Development, writes, "After hearing all the success stories and participating in the intense Executive Education course, I quit my consulting job and started my own company: Heddock Consulting (www.heddock.com). We are successful in business in The Netherlands 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, "All the best for my friends of Haas School. Best wishes for all the professors and staff."



Juan Fernandez

Armin Schmid, Executive Development, writes, "I got a new job at DKSH (Diethelm Keller Siber Hegner). The company operates worldwide in market intelligence (www.dksh.com or www.siberhegner.com). The main market is in Asia, especially Greater China, Japan, and Thailand. DKSH has approximately 16,000 employees and revenues of $4 billion. I work directly for the CEO in business development."

Vickie Yang, Executive Development, writes, "After coming back to Taiwan in 2002, I started my first job with a biomedical company, the Den'quelle Corporation. In fact, I was at a crossroad and hesitated whether I should jump in. My fear was that I was not so familiar with the industry, but later I understand this was not an issue at all. After considering the offer for one week, I decided to dive in. There are three reasons. First, the whole biotech industry lacks professional managerial people. Second, it does excite me. Recent breakthroughs of R&D have drawn back investors who fled in the early 1990s. The last point, but the most important one: I want to help people and this is what I want to do with my life. Den'quelle is a corporation that fits my vision. Unlike any other biotech or pharmaceutical company, Den'quelle Corp is a vertical, integrated biomedical firm where the R&D, manufacturing, production, promotion, diagnosis, prescription, and selling are conducted within the organization. Last year, we developed our products—the 31 sets of BioMedicalPolyPeptide GlycoProteins & Herbs MediFormula. With electronic medical records, we help physicians provide personal-tailored medication to their patients. Now we are looking for prospective corporate partners for our business development in Europe and Northern America. As many of you know success comes from challenges."

Obituaries

1942

Warren T. Isaacs, BS

1990

Jacqueline Deschaine, BS, passed away Aug. 30, 2002, 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, Jack and Janet Deschaine, and her brothers, John and Jim.

IN MEMORIAM

Robert R. Mauser, BS 29
Helen M. Pitto, BA 30
John R. Watson, attended
Paul J. Albright, BS 32
Sheldon N. Jackson, BS 32
Dudley A. Cameron, BS 33
Wilfred F. Cavier, BA 33
Leonard M. Levy, BS 33
Dorothy F. Andre, BS 34
Robert K. Leventon, BS 35
Charles W. Blakeley, BS 36
Leroy V. Traynham, BS 36
Robert M. Close, BS 37
James Tsurumoto, 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. MacLean, BS 39
Lucille T. Morris, BS 39
John F. Rusk, BS 39
Claudine H. Horton, BS 40
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Yukio Wada, BS 41
Louis R. Delucchi, BS 42
Michael T. Khlentzos, MBA 42
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