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In Brief

Haas Ranks #7 in Wall Street Journal
The Haas School was rated #7 in the US and the 4th best finance MBA program in the western United States in the 2006 Wall Street Journal/Merrill Interactive survey of corporate recruiters. The Haas School moved up eight places from last year’s survey. Among western US business schools, Haas placed ahead of Stanford (15), UCLA’s Anderson School (19), and USC’s Marshall School (30).

Additional Rankings Highlights:
- US News & World Report ranked the Haas Undergraduate Program #3, tied with the University of Michigan, Ann Arbor, in its Americas Top Colleges issue, published in August.
- Hispanic Business magazine ranked the Haas School #2 in its annual ranking of top business schools for Hispanic MBA students.
- The Full-time Berkeley MBA Program was ranked 10th best in the world by the Economist Intelligence Unit (EU).

Don’t Miss the 2006 Haaski Open!
The fourth annual Haaski Open golf tournament will take place on Monday, May 15, 2006, hosted by giantisman, MBA 89 at the Claremont Country Club. The Haaski Open Planning Committee hopes to surpass last year’s total of $150,000 raised. This event has sold out quickly in the past, so please contact Jeff Ripley (jripley@haaski.berkeley.edu or 916-645-1907) to reserve a spot.

The Haas School recognizes the following individuals, corporations, and organizations for their generous sponsorship of the 3rd annual Haaski Open last May.
- Event Sponsors ($10,000+)
  - MKM Partners
  - San Francisco Partners
- Birdie Sponsors ($5,000+)
  - Joe White
  - S. Eisner & Co.

Dean’s Column

The UC Berkeley undergraduate business program has since 1898 graduated thousands of alumni who have gone on to successful careers, a process that continues to this day. Two recent surveys have confirmed that a significant number of our current undergraduate students are immigrants or come from immigrant families. Our undergraduate program is making it possible for these newcomers to our country to gain access to the best jobs in the economy — from which so much other good flows.

Surveys of the incoming Haas undergraduate class over the past two years have found that about one third of the 350 new students each year are immigrants to the United States, and as many as two thirds identify one or both parents as immigrants. Only about one third of Haas undergraduates speak English as their primary language at home. The survey of the 2005 entering students found that 38 percent primarily speak a language other than English at home, while an additional 2.7 percent speak English and another language at home.

In both years of the survey, Haas undergraduates who are also immigrants named over 20 different countries as their place of birth. The top five countries were China, Hong Kong, Taiwan, Russia, Korea, and Iran. Students also reported emigrating from Belarus, Ukraine, Vietnam, Ethiopia, Germany, and Pakistan, among others.

Serving the newest immigrants to the state is not a new phenomenon at Haas. Some of the school’s most successful alumni have immigrant roots. They include Randolph Peterson, BS 25, former CEO of the Bank of America whose parents came to the America from Sweden; Michael Blumenthal, BS 91, former Secretary of the Treasury (1977 – 1989), who was born in Germany; Dennis Wu, BS 85, MBA 87, executive vice president and CFO of United Commercial Bank, who emigrated from the Philippines; and Paul Merage, BS 66, founder of Chief America and creator of the sandwich food HotPockets, who emigrated from Iran.

Our graduates receive a finance education and join a lifelong network that enables them to move rapidly up the economic ladder. This is the classic American Dream, and it is happening every day in our classrooms.

With kind regards,
Tom Campbell
Bank of America Dean and Professor of Business
Walter A. Haas School of Business
**Berkeley MBA Students Use Digital Media to Benefit Afghan Teachers**

Two full-time Berkeley MBA students who embarked on a digital recording mission to Afghanistan, where under Taliban rule most music was banned, have released their 11-song album of traditional Afghan music, called Afghan Music Project.

The team, Adam Goodacre and Chris Becherer, both MBA '06, traveled to Kabul, Afghanistan, to record local musicians in a timefills with civil unrest, which included riots and frequent kidnappings of Westerners. The students chronicled the trip through their blog at http://www/afghanmusicproject.org/. The album's proceeds, now available for download through Apple's iTunes and Red's Rhapso, has already broken the top 20 on the iTunes World Music Chart. It was made possible with the help of a fellowship from the Haas School of Business' Center for International Business and Policy. All proceeds from the project will fund Afghan music teachers in Kabul, who will teach music education to youth, particularly young women. According to the team, just 600 song downloads (or 60 album sales) will fund one teacher's salary for an entire year. Visit www.afghanmusicproject.org to learn more.

**Thinking Small Winning Big**

Berkeley startup Harmonic Devices hit out of the park this past year, winning four competitions and collecting more than $50,000 to launch a new semiconductor technology business. Full-time Berkeley MBA '05 Kenneth Miller and College of Engineering teammates took first place in the 2005 UC Berkeley Business Plan Competition, as well as winning the Elevator Pitch Challenge at University of San Francisco International Business Plan Competition and the UC Berkeley Nancarrow Challenge. In fall 2005, Harmonic Devices went head-to-head with the international winners of four other business plan competitions in the inaugural Imagine-UC Berkeley Technology Entrepreneurship Challenge. Victory was once again theirs, for a plan to develop a semiconductor technology that will dramatically improve the cost, functionality, and size of portable devices.

**Annual Fund Surpasses Goal**

The 2004-2005 annual fund reached a total of $2,038,154, exceeding its $1.8 million goal due in part to the continued competition between the class gift committees and the launching of the new 10-10-20 fund-raising campaign. Hasa has made great strides on reaching the goals of the 10-10-20 fund-raising campaign, which started in May 2005 and is striving for annual goals of $10 million in new endowment, 10% undergraduate alumni participation, and 20% MBA alumni participation.

By November of last year, Berkeley MBA alumni giving had increased to 19% from 18% in 2004, and undergraduate alumni giving is up to almost 7% of the total number of undergraduate alumni. Total alumni participation was up from 9.75% to 12%. New additions to the endowment through gifts and pledges this past year equaled $8.85 million—not quite the $10 million goal, but a strong showing for the first six months of the 10-10-20 Campaign.

**New Faculty Bring Fresh Ideas to Haas**

Five new faculty members joined the school in fall 2005, which brings the number of ladder-track faculty to 73. This is part of a growth plan that predicts faculty from 60 to 90.

**Declining Purchasing Contracts**

Everywhere Associate Professor Steven Tadelis looks he sees procurement—from signing construction contracts to buying milk—and these transactions are the driving force of his research. In his research he has studied the benefits of both fixed-price contracts and cost-plus contracts, which require payment for time and materials and a small profit above that amount. Crunching five years of data from private sector building contracts in northern California, Tadelis, who joined Haas from Stanford University, found that competitive bidding isn’t the best option when projects are complex, when there are few bidders, or when the contractual design of a project is incomplete. Negotiation is the better way to ensure communication between buyers and sellers. Tadelis is in the Business and Public Policy group. He holds a PhD in economics from Harvard University and an MS in economics from Technion in Haifa, Israel.

**Seeing Stock Bubbles**

Assistant Professor John Waldfogel finds students’ fascination with major shifts in stock markets has lead him to create an economics model that explains some of the most precipitous drops in US markets—from the 1987 crash to the bursting of the NASDAQ bubble in 2000-2002.

Waldfogel’s model explains both overpriced stocks and large price movements without information to justify those movements. "Investors in the model cannot predict these very rare events of market collapse, even though they are triggered from within the system and thereby, in principle, possible to predict," says Waldfogel, who is in the Finance Group. Investors understand the stock market on a local, day-to-day basis but not on global beers, which would require knowledge about stock prices for all stocks in all states of the world at all times into the infinite future." Waldfogel holds a PhD in financial economics from Yale University as well as a PhD in applied mathematics from Uppsala University in Sweden. As Assistant Professor Cameron Anderson researches the disparity between how people in power view themselves and how they are viewed by others in the organization. Anderson conducted interviews with undergraduate students, MBA career services, and corporate employees to gather data on group dynamics. He found that individuals who form an in-group sense of status and influence within a group are quickly ostracized and alienated by fellow group members. People tend to underestimate their status and how much regard they have in groups. Even though most of the individuals Anderson surveyed downplayed their status, he found that they showed increased competitiveness in other ways. For one, they underestimated how well liked they are, says Anderson, who came to Haas from the Stern School of Business at New York University, holds a PhD in social/personality psychology from UC Berkeley. He is in the Organizational Behavior and Industrial Relations group at Haas.

**Can Stock Repricing Improve Performance?**

Companies often repric employee stock options after their stock price declines in hopes of improving performance and morale, but the strategy only works with executives, according to research by Assistant Professor Nicole Baxt. Repricing is a great boon to employees holding options that have lost value due to their company’s stock price declining, but according to Johnson, such a strategy generally does not translate into financial benefits for the company. In her research she found that when firms repriced executive options, the company performed better over the five-year period than similar firms that didn’t reprice. Firms repricing non-executive options reported only a small boost in performance during the first year and little improvement afterward. A member of the Accounting Group, Johnson, earned her PhD in accounting from Stanford University.

**The Power of Market Structures**

Once a small niche market of the stock markets, limit order markets have allowed more and more individual investors to trade stocks directly with each other. As a result, they have provided Christine Parlour, assistant professor in finance, with many opportunities to study just how prices are set in these new markets. Parlour, who comes to Haas after nine years on the faculty of the Topper School of Business at Carnegie Mellon, explains that in this type of market, inves-
Is There A Market for Virtue?  
Prof. David Vogel discusses the Potential and Limits of Corporate Social Responsibility.

In his new book, *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility*, Professor David Vogel appraises the prospects for corporate social responsibility (CSR) movement's accomplishments and limitations. While he credits the past decade with several significant improvements in the social and environmental behavior of a number of global corporations, Vogel has also found that for most firms most of the time corporate social responsibility is irrelevant to financial performance. The most effective strategy for reconciling private business goals and public social purposes, he argues, is effective government regulation. In the following excerpt from his book, Vogel outlines the potential benefits and limitations of voluntary CSR efforts and gives a critical view of the business case for CSR.

At the end of last year, Vogel's book was positively reviewed by both the Washington Post and the Financial Times. ("Vogel" polishes his standards in the standard business case for CSR: that it gives companies an edge in competition for workers, investors, and customers," said Steven Pearlstein of the Washington Post. The Financial Times called it a "leveled-up survey of the evidence." FT's Simon London added, "In a world filled with hot air on the subject, it is refreshing to find such a clear—and at less than 200 pages, concise—assessment of CSR's pros and cons.

Consider, for example, the US-based firms included in the 1994 bestseller *Built to Last* on the basis of their having attained "extraordinary long-term performance." According to its authors, James Collins and Jerry Porras, these firms are "more than successful. They are more than enduring. In most cases, they are the best of the best in their industries, and have been that way for decades." The firms that meet the criteria are 3M, American Express, Boeing, Citicorp, Ford, General Electric, Hewlett-Packard, IBM, Johnson & Johnson, Marriott, Merck, Motorola, Nordstrom, Philip Morris, Procter & Gamble, Sony, Wal-Mart, and Walt Disney. To this list of distinguished financial performers we can add the companies featured in the sequel *Good to Great* published in 2001, whose cumulative stock return was 6.9 times that of the market as a whole. These firms are Abbott, Circuit City, Fannie Mae, Gillette, Kimberly-Clark, Kruger, Nucor, Philip Morris, Pitney Bowes, Walgreens, and Wells Fargo.

Some of these eighty-eight firms do enjoy reputations for exhibiting above average social and environmental values on some dimensions, including American Express, 3M, Hewlett-Packard, IBM, Johnson & Johnson, Citigroup, and Merck. It is possible that their social responsibility has contributed to their above average financial performance during the time frame considered in the two best-sellers, though it is unlikely to have been critical for some of them. One firm—perhaps the most extreme case of all—has the same credentials of companies with firms that are also leaders on many dimensions of CSR. (Note that the only company featured in both studies is Philip Morris.) It is true that these firms have been built around values, systems, and goals other than profit maximization, and, according to Collins and Porras, these factors have contributed to their financial success. But in a few instances these values have anything to do with social responsibility.

Social responsibility and irresponsibility may well matter, but their impact on the long-term financial performance of companies is typically dwarfed by a host of other factors. Particular firms succeed or fail for many reasons, but exemplary or irresponsible social or environmental performance is rarely among them. There is no evidence that the relative importance of CSR to financial success is increasing for most or even many companies. For all the claims that being responsible is a necessary condition for long-term business success, what is striking is how few responsible firms have been "built to last." There are certainly firms that have been both relatively profitable and responsible over more than one or two decades, but the list is not long. More important, it does not appear to be growing. It is of course possible that in ten years the number of financially successful "responsible" companies will be much larger. But the historical record to date gives few grounds for such optimism.

Merck, a firm widely recognized for its decision in the 1980s to develop and distribute without charge for rural areas in India an AIDS drug originally developed for work with the Gates Foundation to make AIDS drugs available in Botswana, began exhibiting profits and a underperforming stock price after 2000, leading some analysts to question the continued viability of George Merck's celebrated 1950s credo: "Medicine is for the people. It is not for the profits. The profit follows, not some other measure," (The firm's financial difficulties predated but were exacerbated by its withdrawal of the painkiller Vioxx from the market in late 2004.)

During the late 1990s, Chiquita Brands International (an offspring of the United Fruit Company) produces a quarter of the world's bananas and is the largest agricultural employer in Latin America,implemented a highly innovative program aimed at improving the environmental practices of its growers in Central America; more than 79 percent of its independent suppliers have been certified by the Rainforest Alliance. The funds spent by the company to bring its farms up to the Rainforest Alliance's environmental standards have resulted in considerable cost savings by reducing pesticide use and recycling the wooden pallets used to transport the fruit. Nonetheless the firm was forced to declare bankruptcy in November 2001.

Some of the recent generation of ethical business "renns" have not fared any better. Both the Body Shop International and Ben & Jerry's had strong financial results for several years. Yet both began to experience financial difficulties in the late 1990s. Pressures from investors relegated founder Anita Roddick to an advisory nonexecutive role at the Body Shop, and in 2006, Ben and Jerry's, faced with a highly under-valued share price and declining profits due to a series of management failures, was taken over by Unilever. The carpet manufacturer Interface, whose chief executive, Ray Anderson, was called "the green CEO" and whose environmental practices have been described as "leading the way to the next frontier of industrial ecology," has been unprofitable since 2003. In 2001 it consolidated in services operations, exit the broadloom market in Europe, and cut about 10 percent of its workforce, making further cuts the following two years. Nonetheless, Forstman West-Packard's CSO was given the highest credit under CEO Carly Fiorina, the firm's disappoindtng financial performance forced the company into her resignation in 2004.

The more responsible firms, no less than the less responsible ones, must survive in highly competitive markets. Consumers can choose to purchase products from more socially responsible firms, like all other firms, are subject to the vagaries of shifting consumer preferences and poor management. And when such firms find themselves in financial difficulty, many of their distinctive CSR practices can become more difficult to sustain.

The lesson that strong financial performance of socially responsible firms is rare. CSR reputations hardly suggest that such firms represent the wave of the future. Rather it says that while the business system has a place for socially responsible firms, this place is at least as precarious and susceptible as any other kind of firm. The market for social responsibility is dynamic. Some companies with strong CSR reputations are prospering (for example, Patagonia, Seventh Generation, Starbucks, Stonyfield Farm, Bar, BP), while others are not (Levi Strauss, Merck, M&J, House, Interface, Shell); still others perform well financially but have become less socially distinctive (Cummins Engine). At the same time, new relatively responsible firms continue to emerge, some of which will be financially successful and some of which will not.

Pros of CSR tend to view the dynamics of responsible business in evolutionary terms. Since they assume that only a few companies will or can or will survive in the long run, they believe that over time there will be more corporate responsibility and fewer irresponsible ones—a kind of survival of the virtuous. However the dynamics of corporate responsibility are better understood in ecological terms. There is a market or ecological niche for the relatively responsible firms. But there is also a market or ecological niche for less virtuous ones. And the size of the former does not appear to be increasing relative to the latter.  
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Reforming the Patent System

Prof. Carl Shapiro on how an ailing patent system impedes innovation in the US

By Ute Frey

Earlier this year, millions of BlackBerry users were facing the possibility of their handheld e-mail gadgets going dark as a result of a bitter patent lawsuit. BlackBerry maker Research in Motion, or RIM, of Canada, ultimately settled the suit, but not before the uncertainty surrounding the case hurt sales.

“The BlackBerry is the perfect example of what’s wrong with our patent system, but it is certainly not the only one,” says Haas School Professor Carl Shapiro. Shapiro, who holds the Transamerica Chair in Business Strategy, is a strong voice in a nationwide chorus of economic, law, and public policy experts calling for reform of the patent system. He first laid out the complexities of the patent system in his paper, “Navigating the Patent Thicket: Cross Licenses, Patent Pools, and Standard Setting,” (Innovation Policy and the Economy, 2001). Shapiro is among a cadre of UC Berkeley faculty who have established the university as a leading force in the patent reform effort. In 2002, Shapiro and Michael Kras (Business, Josephine Farrell and Richard Gilbert (economics), Rob Merges (law), and Pam Pierce (information management) founded the Federal Trade Commission Hearings on intellectual property to educate the public and lawmakers. In 2001, Shapiro testified twice in 2005 before the Airline Modernization Commission.

In the BlackBerry case, RIM paid $612.5 million to settle a patent suit filed by NTP, a Virginia holding company, just days before a judge was expected to shut down the e-mail service.

While the BlackBerry case was a relatively straightforward case, the “patent thickets” Shapiro refers to in his paper describes a more typical, overlapping set of patent rights that requires those seeking to commercialize a new technology to acquire licenses from multiple patentees. Sometimes new products inadvertently infringe on patents issued after those patents were designed, known as a hold-up. Shapiro explains, “We have a patent system that is out of balance and in some respects is impeding innovation and economic growth.”

The core of the problem lies with the US Patent and Trademark Office (PTO), which is understaffed and overwhelmed by an increasing number of patent applications — 360,000 alone in fiscal year 2000. The average examiner spends only around 18 hours to review an application, which has resulted in far too many patents that may not reflect a genuine innovation.

In addition, the courts afford patentees the presumption of validity, which greatly strengthens the bargaining position of patent holders — even those whose innovative contributions are dubious, according to Shapiro. “Companies are dealing with this offenensively and defensively,” he explains. Some companies aggressively apply for patents in a quest for royalties, thereby exacerbating the problem. Others pay royalties, cross-license and hire a team of lawyers to fend off disputes.

Many tech companies, including Qualcomm, IBM, and Texas Instruments, now pursue royalty payments on older or obscure patents as a means of generating revenue. In recent years, Texas Instruments has netted close to $1 billion annually from patent licenses and settlements alone. Other companies, including NTP in the BlackBerry case, buy and hold patents but do not manufacture any products. Because these holding companies sue those infringing on their patents but do not face the risk of a counterclaim, they are often referred to as “patent trolls.”

Weak patents also become a troublesome source of abuses in the pharmaceutical industry. The most egregious cases involve companies paying enormous “reverse payments” to others trying to introduce generic drugs. In exchange for these payments, the generic manufacturers agree not to challenge the patents in court and not to introduce a generic version of a patented drug.

“These anti-competitive settlements in the pharmaceutical industry are a major anti-competitive problem,” says Shapiro, who serves as the deputy assistant attorney general for Economics in the Antitrust Division of the US Department of Justice in 1995-96. “These settlements are thwarting competition and depriving consumers of the benefits of low-cost generic drugs.”

Shapiro supports several reforms to the patent system. Providing more resources to the PTO would allow its examiners to spend more time researching applications and to better understand what “prior art” is. He also suggests establishing procedures that allow patents to be challenged as soon as they are published or issued.

In his new paper, “Prior User Rights” (December 2005), Shapiro proposes another change. He suggests giving prior users of innovations that are licensed before someone else the right to continue using their innovations without having to pay royalties, as long as they can prove their prior use of the innovation. Europe already has such prior user rights.

“Short-termism in government is a common theme in these issues is both personal and professional. He says he feels good about fighting for improvements, but that he and his colleagues have been slow to clear the low-hanging fruit of patents that can save lives. Nationwide, he says what’s at stake is nothing less than the rate of our economic growth.

Playing Against Type

Prof. Laura Kraay on how stereotypes hurt women in negotiations

By Kim Girard

When Associate Professor Laura Kraay kicked off her negotiations class last fall with Harvard President Lawrence Summers’ controversial remark that women and men differ in their “availability of aptitude” in the sciences, it didn’t take long for the room to heat up.

“We spent half the class talking about this headline,” says Kraay. But, she didn’t just focus on the veracity of Summers’ claim that a shortage of capable women in elite positions may be attributed to an innate difference between men and women. She instead linked Summers’ remarks to the broader issue of when and how these stereotypes impact women when they negotiate.

“I’d often get the question: ‘Who’s better at negotiating, men or women?’” says Kraay. “The question, not surprisingly, came most often from women.”

In Kraay’s research, she explores the power of gender stereotyping at the bargaining table, building on and challenging previous research that found that men and women don’t share equal success in negotiations. Although the advantage men enjoy is small, Kraay says it should not be dismissed because it can quickly add up. For example, a seemingly negligible difference in starting pay between male and female MBAs negotiating their first job offers can have a large cumulative effect over the course of their careers.

Kraay believes this doesn’t have to happen. In experiments conducted during recent research, she asked business students to role-play in negotiation scenarios. In one experiment, she recruited 94 undergraduate business students, rewarding them with course credit and money based on their negotiation performance. Through the experiments, Kraay sought to deepen her understanding of how endorsement of gender stereotypes affects the negotiation performance of both men and women.

Negotiators were asked to bargain over different job related issues; from salary to bonuses to benefits. They earned points for how well they succeeded in each area. Partnering men and women, Kraay manipulated the explicitness of the gender stereotype endorsement by providing participants with information about supposed predecessors of negotiation success before the bargaining began. When subtly activating the masculine stereotype, an experiment told participants that “previous research has shown that the most effective negotiators in negotiations like the one you’ll do today are rational and assertive, and demonstrate a regard for their own interest, rather than being emotional or passive.” To make the masculine stereotype manipulation explicit, some students were told that “male and female students have been shown to differ in their performance on this task.”

Kraay found that subtly activating the masculine stereotype gave men the edge at the bargaining table. However, when a woman is told that a man has a leg up in negotiations, Kraay’s research shows a surprising outcome: the woman will set higher, more aggressive negotiating goals and outperform her male counterpart at the bargaining table. “All of the sudden women set their sights on disproving the stereotype, which actually improves their economic outcomes,” she says.

Kraay also found that prepreg negotiators to value stereotypically feminine traits such as cooperation and supportiveness, Kraay says. “For example, a businesswoman who is perceived to be cooperative and supportive is more likely to be perceived as a weak negotiator.”

By strengthening the link in negotiators’ minds between stereotypically feminine traits and negotiation success, women become more confident and assertive in pursuing their bargaining goals,” Kraay says. The bottom line is that women are fully equipped to handle and retain a stereotypically female style of negotiating. Kraay calls this the “Marlyn Monroe effect,” a term that she found to be among the actors’ famous quote: “I’m not dumb living in a man’s world as long as I can be a woman in it.”

Kraay has some advice for women who fear negotiations. Take control of the gender stereotypes and use them to your advantage. Don’t take negotiations personally.

Do your homework and don’t be afraid to ask for what you want. Practice what you want to say in the mirror. Think about the long-term impact and, finally, have a little fun. She says, “Learn to love the game.”
Putting Something Back:

Barclay Simpson, BS ’66, is not one to talk about himself, but the company he’s built speaks volumes.

He is founder and chairman of Simpson Manufacturing Co., Inc., a firm so imbued with the personal philosophy that the motto is, “We learn. We grow. We put something back.”

Over the past half-century, Simpson has built his company into an $800 million business, supported affirmative action and minority hiring, and supported groups that work with disadvantaged youth. In recognition of his commitment to entrepreneurial success and his outstanding leadership in giving back to his community, the Haas School named Simpson the Business Leader of the Year for 2005.

“When I think about Barcl and leadership, I think of the Mozart effect,” says Earl Cheit, dean emeritus of the Haas School, who serves on the Simpson Manufacturing Board. "Young students who listen to Mozart before taking a test do better than those who don’t. Well, those people who work for and with Barcl learn more about leadership than those who don’t.”

When his father had a heart attack in 1947, Simpson quit Cal to take over his window screen business. In two years, he dropped making screens and concentrated on other items. Then, in 1956, he was asked if he could make a structural connection to the brother of a neighbor. "I said I could do it even though I wasn’t really sure, and before I knew it I had an order for 35,000 connectors. That was the start of Simpson Manufacturing," he says.

Now publicly traded, Simpson Manufacturing, based in Dublin, Calif., is a top producer of structural connectors, venting systems, and other building products, garnering major shares of the housing and commercial structures markets in all of the regions where its 11 branches and 2,000 employees are located — the United States, Western Europe, and Canada. The company, for which Simpson now serves as chairman, earned more than $800 million in sales in 2005, and Forbes magazine has ranked it among the 200 most-honored companies.

"The key to running a company is to keep your standardized and empower decisions making at the lowest possible," he says. "Tell your people what the standards are and let them figure it out. Give them the authority to go along with their responsibility.”

Simpson’s philanthropic giving has also become a sought-after employer. "Barcl has almost no turnover among his employees," says Cheit. "The reason, says Simpson, can be summed up in one word: respect. "I have a great deal more respect for a junior who does a first-class job than a Ph.D. who doesn’t use his education to the fullest," he says. Simpson’s approach translated into a proactive stance on affirmative action beginning several decades ago. "Unions and other employers sometimes resisted it, but I persisted. I wanted our plants to reflect diversity and offer opportunity for people from many walks of life," he says.

Tom Fitzmeyers, CEO of Simpson Manufacturing for more than 25 years, credits Simpson with fostering an atmosphere in which even those employees who have not had strong educational backgrounds are encouraged to get the tools and skills and move up. "Barc has always encouraged us to provide in-house training programs and scholarships for work-related education,” Fitzmeyers says. "He gets so excited when someone who didn’t have a lot of chances in life does well.”

Simpson, a father of seven, has been as zealous in his mission to help the underprivileged outside the company he has inside. "We’re doing a terrible job of educating inner-city kids who live in poverty-level areas," he says. "The situation is increasingly leaving young people unskilled and unprepared to enter the work force and is leading to greater poverty and crime.”

To help create solutions, Simpson has formed the Simpson Put Something Back Fund, a permanent charitable trust devoted to education and the arts. Among the organizations the fund supports is Girls Inc. of San Leandro, CA, a program that educates K-12 girls in below-average income areas of the East Bay. "If you can give little girls self-esteem and education, then they’ll be in a better position to have productive, fulfilling lives and in turn make sure their own kids get a good education,” he says.

At UC Berkeley, Simpson is a major donor to the Young Entrepreneurs at Haas Program (YEAP), a program which Haas School students mentor Bay Area at-risk youth as they move along the pathway to college.

Elsewhere in the Bay Area, Simpson serves as trustee of the California College of the Arts and chairman of the UC Berkeley Art Museum. Moreover, for 13 years, he and his wife, Sharon, have exhibited mostly young, and relatively unknown contemporary artists in their Barclay Simpson Fine Arts Gallery in Lafayette, Calif., and in art fairs in London and Los Angeles. "When you expose young people to art it opens up their minds to other things, including science and math," says Simpson.

Simpson’s own upbringing taught him the value of hard work. "I always had to work to earn money even to go to the movies, but I consider that to have been an advantage. It trained me to work hard and the resourceful," he says. By working part-time jobs, Simpson managed to scrape together the then $75 a year in tuition to attend UC Berkeley. His college studies were interrupted in 1941, when he enrolled in pilot training in the Naval Air Corps and became part of a group recruited from the Berkeley campus called the “Flying Golden Bears.” Simpson subsequently flew anti-submarine patrols out of Alaska and the Aleutian Islands, and dive-bombed off an aircraft carrier in the Pacific during World War II.

After the war, Simpson resumed and nearly completed his studies at Berkeley but took an extended break to take over the Simpson Screen Company from his father. Simpson eventually finished up his remaining few units to earn a BS at Cal in 1966. Over the years he has also served three terms as an elected director of Bay Area Regional Transit (BART), including time as board president.

Reflecting on his past few decades working with Simpson, Tom Fitzmeyers says, “In all the years I’ve known him, Barc’s been the same clear thinker and strong leader, with reverence for the individual and definite ideas about right and wrong. I’ve had such a good time working with him that it hardly seems possible 25 plus years could have passed.” Luckily for Fitzmeyers, his octogenarian croust doesn’t show any signs of quitting soon.

Barclay Simpson is a long-term advocate of increasing educational opportunities for disadvantaged youth. He is also a staunch supporter of the Haas School’s educational outreach program, Young Entrepreneurs at Haas (YEAP). Last fall, he joined the 10 students and their personal mentors for the following YEAP participants: On the top row from left: Damon Meade, Brittany Meyers, Alisa Simpson, Bronwen Wright, and Errenito Montiel (both non-row) Jared Brown and Latayzie Brown III.

“We learn. We grow. We put something back.”
Your Haas Network

Sarah Takesh, MBA 03
CEO, Tarsian & Blinkley
Kabul, Afghanistan

Building a business from scratch is usually enough of a challenge for most entrepreneurs, but Sarah Takesh, MBA 03, decided to take on the extra challenge of launching her company, Tarsian & Blinkley, in war-torn Afghanistan.

Amidst an atmosphere of poverty and political corruption, Takesh persists in bringing a modicum of economic sanity to the lives of hundreds of women in Kabul and beyond through Tarsian & Blinkley, the apparel and accessories company she founded in 2002. Takesh pays local women above-market wages to sew, embroider, and bead the "European minimalist" women's clothing she designs using fabrics gathered from all over Asia.

Takesh's dream of working in Central Asia, a region she fell in love with as a traveler, was nurtured by the Haas School early on. "I vaguely mentioned the idea in my application, and before I knew it the school was actively courting me on it," she says. She found a mentor in Willie Rosenzweig, lecturer in responsible business, who encouraged her to research possibilities in Afghanistan the summer after her first year in the MBA program. Drawing on her previous experience in production and design with apparel startups in New York, Takesh developed a business plan for Tarsian & Blinkley with several other classmates. They entered their plan in the National Social Venture Competition in 2003 and took first place.

Currently, Tarsian & Blinkley designs are only available via the Internet and select boutiques (see http://www.tarsian.com). Takesh has received a good deal of national press coverage – her designs were featured in Oprah Winfrey's magazine last fall. "She only asked people who understand what we're all about," says Takesh. Meanwhile, the company has expanded to make clothing for new customers, including the Afghan militia, and has begun construction on a sewing factory in Kabul.

John Hanke, MBA 96
Product Director
Google Earth, Google Local & Google Maps
Mountain View, Calif.

Think soaring over the earth and homing in on your city, neighborhood, and house is just the stuff of science fiction? Then check out earth.google.com on the web, where users can instantly access satellite imagery, maps, and search engines to view in 3-D detail any location on the planet. The man who put the world at the fingertips of governments, city planners, realtors, and regular folks is Haas alumus John Hanke, MBA 96, who founded Keyhole in 2000, the first company to make complicated virtual models of the planet easily accessible in October 2004, Google snapped up Keyhole (and Hanke), which provides the foundation for Google Earth.

Hanke’s built hi-tech companies from scratch since his Haas School days, when, as president of what’s now the Entrepreneur's Association, he partnered with classmates Steve Sallyk, MBA 96, to form Archetype Interactive, creator of the first Internet multiplayer game. After 300 bought Archetype, the duo started the Java-based online game company Big Network, which was acquired by Electronic Arts. Hanke pooled off to establish Keyhole, eventually hiring classmates Ed Ruben, MBA 96, and Noah Doyle, MBA 96.

"Since I moved from the East Coast to Berkeley to get my MBA, my entire network in the Bay Area stems from Haas," he says. I have relied on my classmates for advice, contacts, and collaborators from my first day at Haas until now." Keyhole first garnered national attention when CNN used it to zoom over the lands of ancient Mesopotamia at the start of the Iraq war in 2002. Since then, people's concept of what a map can do has changed: "My son, Evan (7), has grown up zooming down in Keyhole/Google Earth to places around the world... He thinks this is how maps work. What will amaze him when he is an adult? I can’t even imagine.

Kim Fisher, MBA 94
Partner, Prologue International
San Francisco, Calif.

Kim Fisher, MBA 94, is an expert at getting things started. A proven entrepreneur, Fisher co-founded Audiolabiskat, an online audio content aggregator and raised $26 million to get it going. Audiolabiskat was then sold to digital media management company eMition in 2001. At her latest venture, Prologue International, Fisher is keeping her startup experience to help governments, venture capital firms, and innovation centers support entrepreneurs. "Our goal is to help create jobs and companies all over the world," says Fisher.

As a partner at Prologue, Fisher is a former Motorola executive and executive director of the Women's Technology Cluster. Helps clients write business plans, find work space, land venture funding, and "get from lab to market."

Fisher works with an eclectic mix of clients, including the San Jose Bicentenial, Hasso Plattner Ventures (Plattner, the former CEO of software giant SAP, now focuses on investments in East Germany), and the US Market Access Center, which helps foreign-based companies understand how to sell in the US market. Recently, Fisher brought government officials from Malaysia's multimedia development corridor to Silicon Valley to discuss investment opportunities in their country. After the initial meeting, two potential customers flew to Malaysia to explore the opportunities and are now setting up business there, Fisher says.

"What my team knows is entrepreneurship," she says. "And getting started in business, is half the battle."
James Hong, MBA 99
Founder of 10over100.org, HOTHOTNOT.com
Berkeley, Calif.

The success of James Hong's popular meeting website HOTHOTNOT enabled him to pay off his graduate school debt, and then some. But his newfound influence presented Hong with some hard choices about what to do with it, particularly when it came to charitable donations.

When it launched in 2000, Hong's HOTHOTNOT unexpectedly became a huge success, inviting visitors to rate other people's pictures on a scale of one to ten turned out to be not just a hobby for Hong but continues to be a money-making venture. Today, the seven million individuals who are registered as users of HOTHOTNOT can also join the site's "Meet Me" dating section for a monthly fee.

What to do with all this success? "I started trying to figure out how much I should be giving," Hong says. Unsure, he polled friends in similar situations, largely other entrepreneurs and Internet executives. No one seemed to have the right answer.

"Quite a few weren't giving much," he says. "Not because they didn't want to, but when you're busy with other stuff you are too busy to think about giving."

Hong mulled over the idea of how much charity would be enough and then devised a formula he calls 10 over 100, suggesting that people who earn more than $100,000 annually should pledge to donate 10 percent of their income over $100,000 to charities and non-profits.

Hong himself donates to causes supporting underprivileged children and has given to both UC Berkeley's School of Engineering and the Haas School (he's a graduate of both). He says people can make a pledge on his site long before they're earning six figures.

So far, about 700 people have made a pledge on his site. Whether they end up following through is up to them, Hong says. His goal is to promote the idea.

"We're not here to be enforcers," he says. "The goal is to increase giving. We don't care whom you give it to."

John Woolard, MBA 97
Entrepreneur-in-Residence
VantagePoint Venture Partners
San Bruno, Calif.

John Woolard sees great opportunity in the energy industry to improve old-school businesses through better technology. "It's a regulated industry with the most inefficiency," he says. "When I was looking for a field to work in, energy struck me as one of the most powerful areas to make an impact."

The disaggregation of California's energy market enabled Woolard to spun his passion into a startup called Silicon Energy Corp., which he co-founded in 1997. At Silicon Energy, Woolard created software that enabled utilities, energy service providers, governments, and commercial and industrial energy users to optimize the delivery and use of energy to save money.

The software filled a market niche and, in March 2000, Woolard and his partners sold Silicon Energy to Itron, the world's largest wireless meter-reading company, for $71.2 million.

After the sale, Woolard worked at Itron for several years as a vice president of software solutions before taking time off in March 2005 to travel with his family to Italy, Costa Rica, and New Zealand. "I told my family that I would take all the time off that I didn't take when I was in startup mode," says Woolard.

This fall, Woolard started a new job as an entrepreneur-in-residence at VantagePoint Venture Partners. At VantagePoint, which has $2.8 billion under management, Woolard focuses on clean technology investments.

Scott Kucirek and Juan Mini, both MBAs 99
Founders, ZipRealty
Emeryville, CA

Scott Kucirek, MBA 99, (pictured above) who founded ZipRealty in 1999 with fellow Haas alumni, Juan Mini, MBA 99, helped turn the home-buying business on its head by creating the first full-service web-based real estate firm. ZipRealty's online service reduced the commission that sellers paid and also retained a percentage of that same commission to buyers.

"I think what Zip did and will continue to do is bring the customer back into focus," Kucirek says. "It isn't about the agent. It's about the buyers and sellers."

Kucirek and Mini launched ZipRealty while at Haas -- the business plan for the company made it to the final round of the UC Berkeley Business Plan Competition in 1999. Since its founding, Zip has grossed more than 33,000 real estate deals worth more than $11 billion. The company, which went public in November 2004, is now doing business in 11 states. Sales have increased as the company has pushed into new markets, pumping 94 percent to $62.3 million between 2003 and 2004. Deloitte recently named Zip to its annual list of 500 fastest growing technology companies, ranking the company number 59.

Like many entrepreneurs, both Mini and Kucirek have moved on to new pursuits. Mini left first, when he returned to Guatemala in 2002 to run his family's commercial real estate business. Last fall, Mini started an Internet company he hopes to launch in March. He's keeping details close to the vest, though he says he hopes the startup will help encourage entrepreneurs there to move beyond "advertisement only" websites. Kucirek resigned as Zip's vice president of new market development last fall and was just appointed general manager of Prudential CA/NV/TX Realty, the 10th largest broker in the nation.
Top Executives Addressed the Haas School Community in 2005

1A & 1B. The full-time Berkeley MBA program launched the year with an orientation that included guest speakers Deborah Gallegos, MBA 95, CIO for the City of New York (1A), and Peter Georgescu, former CEO of Young & Rubicam (1B). 2. Jacob Taylor, CTO and co-founder of SugarCRM, and Zack Urecker, vice president of marketing for MySQL, were among the executives to address the growth potential of Open Source at the September 29 Berkeley Entrepreneurship Forum 3. The opportunities for business growth in three of the world’s fastest growing economies were the focus of a special Haas School conference, “Investing in Emerging Markets: China, India, and Russia,” held on October 2. Robert Barham, executive director of the Berkeley Center for Law and Technology (center), moderated a panel on intellectual property protection with panelists Steven McCracken, vice president and general counsel with Callaway Golf; Chris Israel, coordinator for international intellectual property enforcement for the US Department of Commerce; Esther Keppler, director of patent operations for Wilson Sonsini Goodrich & Rosati; and Hannes Farnleitner, former federal minister of Economic Affairs for Austria. 4A & 4B. In October 14 Haas School Teahvich on Hurricane Katrina drew a stellar line-up of panelists, including Professor James Wilcox (4A) and Michael Lebsock, lieutenant commander with the United States Coast Guard (4B), who assisted with recovery efforts. Acting Dean Richard Lyons sponsored the event, which also featured Haas School faculty members Steven Bonein, Tom Dwigoff, Dwight Jaffe, Karlene Roberts, and Nora Slovak. 5A, 5B, & 5C. Barclay Simpson, BS 66, was named chancellor Robert Birgeneau’s (5A) successor as the Haas School’s Business Leader of the Year at the fourth annual Haas Gala, held on October 21. Dean Emeritus Earl “Buddy” Christ was appointed as chairman of the year for the fourth annual Haas Gala, held on October 21. Dean Emeritus Earl “Buddy” Christ was appointed as chairman of the year.

6A. The keynote speaker, 6A & 6B. George A. Strait, Jr., award-winning journalist and assistant vice chancellor for public affairs at UC Berkeley (6A), gave the opening keynote on “Why Diversity Matters” at the Haas School’s first-ever “Diversity in Business” Conference on October 28. Dr. Frieda Kapor Klein, founder of the Level Playing Field Institute (6B), shared her experience facilitating employee needs with business strategy. 7A, 7B & 7C. Cammie Dunaway, chief marketing officer of Yahoo! (7A); Shantanu Narayen, MBA 93, president and COO of Adobe Systems Inc. (7B); and Neil Young, vice president and general manager of Electronic Arts’ Los Angeles Studio (7C), were the featured keynote speakers before a standing-room-only crowd at the Haas School’s inaugural digital media conference, held on November 5. 8A & 8B. Last fall’s lineup of speakers for the Management of Technology (MOT) lecture series explored how large organizations transform themselves by applying innovation and technology in a commercial setting.

9A. LOUIS BURNS, vice president in charge of Intel’s Digital Health business unit (8A), spoke on “Health Care in the Age of IT” on November 9, while Scott Hubbard, director of NASA Ames Research Center (8B), discussed “Advanced Science and Commercialization” on November 16. 9B. INTUIT CHAIRMAN BILL CAMPBELL, who presided over an increase in Intel’s market value from approximately $700 million to nearly $3 billion, delivered the commencement address for the third graduating class of the Berkeley-Columbia Executive MBA Program on December 10.

10A. Harmonic Devices, a Berkeley MBA and engineering team, won the global Intel-U.C. Berkeley Technology Entrepreneurship Challenge, held November 18 at the Haas School. The invitation-only competition featured ten finalists selected from five top business plan competitions from around the world and was sponsored by Intel Corporation and hosted by the Lester Center for Entrepreneurship & Innovation.

11A. Scott McNealy, chairman and CEO of Sun Microsystems, here with acting Dean Rich Lyons, spoke at the OO Summit on November 2. The event was presented by the Haas School of Business at the Ritz-Carlton, San Francisco. 12A. Oakland Mayor Jerry Brown spoke at a special dinner commemorating 15 years of success in the Young Entrepreneurs at Haas program on October 6.
Expand Your Professional Tool-Kit

The Haas Alumni Network (HAN) is introducing new ser-
vice and resources that will help to enhance your profes-
sional toolkit and improve your network. Here is a quick
snapshot of several new offerings:

• LinkedIn: HAN has formed a special group within LinkedIn,
  today’s premier online networking application. The “Haas/Berkeley
  Alumni” logo in your LinkedIn profile will immediately identify you
  as a graduate of a top business school.

• iCal Café: A new social networking program is available within
  Haas alumni database exclusively for Haas alumni. It contains job postings
  sent to career centers by employers specifically interested in hiring Haas
  graduates.

• Special Interest Groups: Within Haas, several topical e-
  mail lists exist to help you develop your professional connections in,
  for example, real estate, biotech, and venture capital.

Submit your news online at
http://haas.berkeley.edu/alumninotes

Alumni Notes

News from Haas Alumni

1964

Hiroko K. Okuyama, BS, received her master’s degree in social work.

H. William M. Rice, BA, received his master’s degree in com-
  munications.

1965

John C. R. Carkner, BS, received his master’s degree in com-
  munications.

1966

Barry A. Smith, BS, received his master’s degree in com-
  munications.

1967

David A. Strom, BS, received his master’s degree in com-
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Richard Vortman, BS, received his master’s degree in com-
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David E. Stoll, BS, received his master’s degree in com-
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1970

Lyle R. Fredlund, BS, received his master’s degree in com-
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1971

Robert R. L. Wohl, BS, received his master’s degree in com-
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Glenn E. Carlson, BS, received his master’s degree in com-
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James R. Mitchell, BS, received his master’s degree in com-
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Richard W. Johnson, BS, received his master’s degree in com-
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Karen Greenberg, BS, received her master’s degree in com-
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James B. Brown, BS, received his master’s degree in com-
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John R. Mitchell III, BS, received his master’s degree in com-
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Kristin L. Robinson, BS, received her master’s degree in com-
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Mark A. Smith, BS, received his master’s degree in com-
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my ear (probably not good for football season with my Oregon and Oregon State alumni in the area). Looking forward to spending my New Year’s watching the Bears in a bowl game.”

1980 Louis F. Koon, BS, writes, “If you see a California watermelon from which my sister and I are contributing to what is now a growing organizational network, I always enjoy eating the watermelon as it is the best and most delicious thing I’ve ever eaten in my life.”

1982 Sudanese Castead Schroeder, BS, sees MBA 1987 notes.

1983 Dave R. Gary, BS, of Sunnyvale, Calif, writes, “I just proposed to my girlfriend using the same ring that my father gave his. We’ll be keeping my home in Paris and living between the two cities.”

1984 James Armstrong, BS, of San Francisco, is sailing throughout the Mediterranean, working on the development and marketing in the past industry. The company’s brand, EarthTalk, is a fast-growing bio-degradable gounding products including shampoo, grooming wiper, spritzes, and shampoo bars. He writes, “We’ve grown from regional distribution in the Bay Area to national and international distribution. On a Co note, we were a case study for two awesome MBA classes for selling to clients.”

1986 Debrah, BS, of Walnut Creek, Calif, writes, “Since Cal, I have followed a varied path from public service at Arthur Young (Ernst) to CFO in a manufacturing company, to an MBA, to a new business today. In 1993, then back home, to begin an entrepreneurial career. My career as a real estate agent and mortgage broker serving Contra Costa and Alameda Counties, and purchases and renovation of homes for rent and resale. The former is an outgrowth of the latter, but is now my main business. I am still in association with Kevin Clay, BS, of New Haven, Conn, a child of the 60s. I am also an active member in a local women’s group.”

1990 Bruce Robinson, BS, writes, “As a former resident of South Orange, N.J, to Shanghai, China, I opened a branch office for CableVision in Beijing.”

1992 Antonio Ayala, BS, writes, “I’m currently developing a very interesting online classified web site called web4pitbulls.com. The site will be targeting the Southland, which contains Los Angeles, Orange, Ventura, San Bernardino, and Riverside counties. The site is currently being developed in the Dot LA domain space, the official domain for the Los Angeles metropolitan area (http://www.dotla.com for additional information). About 200 Dot LA domain connections will be connected to the site. The site will include classified features such as announce events, personal, commercial, and local, which, when combined with the various Dot LA links, will create a powerful potential for real online communities within the Southland. Feel free to send your feedback to AntonioAyala@dotla.com.”

1993 Brian Burns, BS, sees MBA 1993 notes.

1994 Timothy Wong, BS, BS, his wife, Lynn, and kids are hiking in Colorado.

1995 Donald J. Rohrich, BS, of Plano, Texas, writes, “I am currently involved in the leadership of the Berkeley Yacht Club. I enjoy sailing and golf, and I plan to get involved more in the construction projects from time to time. You can contact me at dkrinourn@jumbb.com.”

1998 Dennis De Andre, BS, writes, “I’m now working on the Skyway project.”

2000 John F. Rentz, BS, of San Francisco, writes, “I am working as an assistant controller for a Santa Clara high-tech company. I have been married for the last five years, and we are expecting our first child next month. We are living in Newark, Calif. Go Bears!”

2002 Julie D. Bell, BS, of San Francisco, writes, “Our daughter started kindergarten this year, and we recently left to join J.H. Partners, a private equity fund specializing in the real estate and retail sectors. Life works, things are also well. Chin and I are wrapping up a significant closure of our house in Berkeley, and enjoying settling into a life without dust and dander everywhere!”

2007 Karim Benamara, BM, of El Monte, Calif, writes, “I am currently a medical student at UCLA School of Medicine and am hoping to specialize in radiology.”

2008 Rocky L. Gates, BS, of Bethel, Tenn, writes, “I am currently working as a sales associate at John Deere.”

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2000

Alkiva Balfour, BS, writes, "After graduation, I am still trading with stock exchange sites and index options for the same firm. In addition to work, I am completing an evening MBA program at the University of Chicago. I enjoy my work, school friends, and, in general, all the city has to offer." Liana S. Chen, BS, writes, "I have just begun my new career in consumer goods marketing at Procter & Gamble in Cincinnati, Ohio, and you can see my profile at Linkein.com. I wish you all success!" Joe Vlass, BS, of San Francisco writes, "I'm still here in Jefe's, a local nonprofit involving young professionals. Please email me now at jefew@aol.com! We'd love to see you again in the future!"

David Simon, BS, writes, "I am currently working at a real estate investment firm in Manhattan working for a real estate investment fund named DRA Advisors where I get to play with a large, very green, and very organic building in Greenpoint, Brooklyn. On the side I take dancing lessons, perfect my tennis match, andlang for greenery. I remember one of my early intern adventures at the School of Writing in Philadelphia, sharing classes with two of the best people in the country. And I do fly a little bit."

2001

Marjorie C. Creel, BS, writes, "Hello, all, hope you are well. I am working on two projects. First, an online rental service and another for an online real estate investment fund. After graduation I founded two companies, Audible Productions and Invested In. Both of these companies were involved in the development of real estate and merchandising of products under the license of the Peanuts characters. Donna is now working with the Charles M. Schulz estate in San Francisco, Calif., and has created an online history of Peanuts which is a great success. In May 2005, at the invitation of Bob, I flew back to Asaro Valley, Idaho, for a flying reunion. It has been 43 years since we had flown together and the three of our lives now come to 141 years! We spent a long weekend flying Bob's two military jet trainers, one a Russian L-39 and the other a Hungarian Alpha Jet."

1999

Chiu-Chiu Gatswell, BS, writes, "Hope all is well with everyone. We have lost a good friend, Steven Melia (BA, biology, 1999) and I wish him peace and happiness on his journey. We had our son, E. Noah, Aug. 1, 2005 (www.viagirlsph.com)."

2002

Will Edmondson, BS, of Alexandria, La., writes, "After graduating from New York University School of Law in May, I am working in a private law firm in New York City as a legal clerk. My life consists of endless meetings, paper work, and the occasional trial, all of which is very different from what I studied at Cal."

2003

Sara Angbali, BS, and Raza Afzal, BS, MBA 03, write, "We are pleased to announce our engagement and recent marriage. We still miss California and hope to be back in the Bay Area soon pursuing a career in real estate."

2005

Sanjeev Pothal, BS, of San Francisco, washing dishes back to General Motors as vice chairman of its investment bank. Soon after graduation Don founded two companies, Audible Productions and Invested In. Both of these companies were involved in the development of real estate and merchandising of products under the license of the Peanuts characters. Donna is now working with the Charles M. Schulz estate in San Francisco, Calif., and has created an online history of Peanuts which is a great success. In May 2005, at the invitation of Bob, I flew back to Asaro Valley, Idaho, for a flying reunion. It has been 43 years since we had flown together and the three of our lives now come to 141 years! We spent a long weekend flying Bob's two military jet trainers, one a Russian L-39 and the other a Hungarian Alpha Jet."

Gary W. Matkin, MBA, has been recognized as an outstanding professional of the University of California, Irvine. He is also an outstanding professional of UC Irvine's continuing education programs. His lectures in the Distance Learning Center at UC Irvine's Summer Session, he is a certified public accountant and the author of Effective Budgeting in the Technology Industry. His biographical and professional information is contained in the Who's Who in America and New Approaches (1997). He resides in Irvine, Calif., with his wife, Maya, and their son, Ethan.

1971

Kenneth Goldsmith, BS, of Northbrook, Ill., writes, "I recently graduated from the Garfield School of Business at Northwestern in 1971. I was in the banking industry, and received the award’s most outstanding student leader. He now has a college teaching position in his younger daughter, Dana. Ken is president of OMS Consulting, a nationwide consulting firm specializing in health care, business process and project management for the manufacturing, procurement, and distribution companies."


2006

Donna Reed Lester, writes, "In the last summer in Michigan."

Donald F. Reed and Robert Lutz, both MBA 02, have just received in Michigan.
Bill Sherman, MBA, writes, "After graduating, with what I think was the first J.B. MBA at Berkeley. I became interested in Pilibitray, Malakoff & Soto in San Francisco and then moved across the street to Morrison & Foerster in Palo Alto in 87. I have been a securities lawyer over 250 public offerings. My Berkeley MBA is useless in good street in the practice of law because, unlike law school, I am not in need of financial statements or financial analyses. For over 25 years I have never been trying to get back by lecturing in the Haas MBA program on legal issues business people face in their career."

Peter Liebowitz, MBA, of Carle Valley, Calif., writes, "After 30 years in high-tech, taking one firm public, helping edit the 1996 version of the Walker Foundation at the University of California at Berkeley. Located on the corner of Bancroft and Dana, the Walley Center provides a university reach to the Cal campus and plans to build tall-form housing to house more than 40 students. He writes, "I am always looking for board members and contributors." Cheng/Stewart/Chochoo, Inc.

Karen Greenberg, MBA, of San Rafael, Calif., continues to manage Arana and Associates, a multi-family wealth management firm he founded in 1993. The practice handles all aspects of investment, estate, and tax planning. With an emphasis on retirement investing, he is also chairman of: Medical Care, an electronic medical records company and Parrot/Vive, a fleet management software company and an advisor to K&R Thermal, an automated hot food company, and Wireless Generation, the leader in putting technology into the hands of teachers.

Gregory Koenigsberg, MBA, chairman and managing director of Mason Capital LLC and

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Gregory Koenigsberg, MBA, chairman and managing director of Mason Capital LLC and
Los Angeles Chapter Wins Haas Alumni Network Chapter of the Year

Chapter News

The Chapter of the year award was presented to the Los Angeles Chapter for exceeding expectations for deliveries of programs and activities that benefit the alumni in their region. Los Angeles is an exceptionally strong regional chapter, with great leadership and a strong governing board. Over the past two years, the Los Angeles Chapter has excelled in several areas. From high level programing to family picnics, this board has offered a variety of interesting and fun events for all alumni in Southern California. As members of the Haas community, they took “Hire Haas” to a new level by introducing an internship program focused on connecting Haas students to southern California employers.

Finally, the chapter has coordinated with other volunteer leaders in the area to recognize and support local donors to the Haas School.

Edward J. and Mollie Arnold Win Miles Service Award

Edward, 8B, and Mollie Arnold, were also honored at the Haas Gala in 2005 with Raymond E. Miles Service Award. The award is given in recognition of outstanding contributions to the overall welfare of the School. Edward Arnold has served as the major gifts co-chair for the class of 1940 and on Cal’s “Keeping the Promise Campaign.” In 1995, he and his wife Mollie have been frequent donors to the endowment in Edward’s alma mater.

Raymond E. Miles Service Award was created by the Cal Alumni Business Association in honor of former Dean Raymond Miles.

Alumni Notes

Submit your queries online at

http://haas.berkeley.edu/alumni notes

1986 | REUNION April 20, 2003 Paul B. Davis, MBA, partner at Lattom & Watkins in San Francisco and Los Angeles, has been elected chair-elect of the American Bar Association Health Law Section where he also serves on the Finance Committee of the Sections Officers Group and on the SC Working Group on International Outreach. Michael J. Smiths, MBA, of New York writes, “I’m still working at the Food Network, which was recently promoted to senior vice president, marketing and creative services. I’m working with the strategic and creative direction of all marketing and promotions for the channel.”

Pascale M. Webert, MBA, is a sell-side analyst at BGC Securities in Brussels, Belgium. “I’m single and my job involves travel and ships around the world. He writes, “While we look forward to going back to other MBA 86 my email address is pascale.webert@bgc.net.”

1985

Mike Gallivan, MBA, is an associate professor of Marketing at State University of Albany, where he teaches courses in economic strategy and the management of information technology. He received his Ph.D. in 1982 from the University of Illinois. He spent two years in consulting before going on to the School of Management. Although content in Albany, he misses California life and both the baseball and football seasons. Doug Rose, dream of playing in the Golden State.

Stephen P. Miller, MBA, of Vedriss. CaffH, writes, “I recently joined Citigroup Watch and Company as one of the vice presidents of finance and systems. The company is the subsidiary of Citizen Watch Co. Ltd. of Japan. The ability for Canada and the United Kingdom.”

1984 A. Hardy, MBA, of Appalachian State University, wrote, since graduation experience to date consists of managing a small business franchise. As during my time in college I started to gain it anyway and was a small business owner. My current position is to be the assistant treasurer for a San Francisco-based company. In 1981 I opened my own small business franchise consulting firm. Three years later I moved to San Francisco Bay Area. In 1985 I opened a San Francisco-based business consulting firm. We celebrated our 10th anniversary this year. My two daughters, 14 and 16, are starting to talk about joining the family tradition and attending college at Cal. My husband of 23 years, Robert A. Schmitz, Jr., also a 1984 MBA, and sister-in-law Barbara Schmitz and Jennifer Schmitz are also Cal alumni. Our family enjoys escarpin whitewater rafting adventures. We own our own boats and equipment and recently returned from a summer trip on the Seawolf River in Alaska. The highlight of our vacation is that the cell phones don’t really work on the river.”

1980 R. Ellis, MBA, writes, “I am still working at SEI Investments in a suburb of Philadelphia. I am involved in charge of about 20 folks involved in providing back office fund administration. I have become a senior manager and am responsible for my company’s client service. I manage my company, typically those with more than $100 million in fund accounts. Previously I was in charge of the fund operations group in San Francisco. In his span as a member of the Board of Directors, Kevin Norwood has an estimated total cost of $1.2 billion for the Iraq war could have been used to repair the war. I hung our 2003, global warming 3. The spaying of the US 2.22nd globally in public 12-6 education 4. the crisis of 48 million Americans who are medical uninsured and 5. the even worse on war.”

1990

Marisol L.C. a business intelligence consultant firm founded by Greg Herrera, MBA 89, Gary Frings, MBA 90; and Michael Black, MBA 89, and Greg Herrera, MBA (left to right) in San Francisco Business Times as one of the Top 100 Growing Companies in the Bay Area.

Stephen Chen, MBA, of Sunnyvale and Act Patilien another UC Berkeley alumnus, launched a software startup company. BizMix, Inc. (http://www.bizmix. com) to provide cost-effective call center and Internet solutions. Maria Rosati, a member of the UC Berkeley Alumni Leadership Board of Trustees, has joined the company’s board of directors. The company has released its 10.1 product to customers.

Andrea Scheckler, MBA, 89, with her husband, Michael, and their three children.

Andrea Scheckler, MBA, 89, is president of Comunitas, a non profit organization that promotes the local Jewish Federation. She and her husband love to travel, happily spending time snow skiing, on a beach somewhere, or water skiing. Haas School Alumni Almack M.Ba, passed away on August 14 in his home in Sherman Oaks. Haas, 40, was the Southern California Regional Manager of Wells Fargo’s HSBC Trade Bank. He is survived by his wife, Sylvia Vaghas.

Born in California, Michael grew up in Long Beach and graduated from Cal in 1984 with highest honors in architecture. He worked for various architecture firms in the Bay Area and Los Angeles and became the founder of the firm in 1984 in San Francisco. Michael returned to Cal in 1988 for a Haas MBA with an emphasis in the Real Estate. He has worked for Wells Fargo Bank in commercial banking, loan underwriting and international trade finance in Southern California and Seattle. Michael is now the Southern California Regional Manager of the Wells Fargo/HSBC Trade Bank and successfully established a mentoring program for the international students. He was an active Chair and director of many civic organizations in Southern California. Michael loved to travel and was an avid golfer. He will be missed.

1991 | REUNION April 20, 2003 Lanard Andrus, MBA, writes, “After a year-long career technical opportunity in Greece working with my family, I’ve launched a consulting partnership with a colleague, Elen Getz Global Consulting. We are in the organizational develop...
Alban N Courrier, MBA, of Los Angeles, Calif., writes, “My wife and I were blessed with the birth of our second child, Stephen, on May 28.”

Rukmani P Ramdhaney, MBA, of London, England, writes, “I completed the MBA NatWest Management Development Program in the first trimester. As a volunteer with Team in Transition, Robert read many books on behalf of the Lebanon’s Diabetes Society.”

David Geigler, MBA, joined New Act Pharmaceutical Services LLC as vice president of strategy and client services. Act Now Productions is a progressive media company providing communications consulting, production and distribution services, and is currently launching a new DVD-subscription film, preserved by www.idowritefilm.com. Dan writes that he’s very excited to join the ActNowProductions team. He is definitely impressed with the talent, skills, and accomplishments of the founders, and believes that ActNowProductions has great potential to replace the traditional landscape of our country. Building a progressive media company with these folks is going to be politically important, personally fulfilling, and fun!”

Nancy Hageman, MBA, and her husband, Mike, have been spending the past couple of years in Hoboken, N.J., visiting their son, Adam, Quebec, S.W. May 29. Nancy holds a younger sister, Madeline (2). They live in Westfield, Mass., where Jacie is working at Delta Dental Consulting.

1998

Victor Adlin, MBA, writes, “Laura and I are excited to announce the birth of our second child, Victor Adlin. He was born Aug. 22, weighing in at a whopping 9 pounds. My wife is my hero. A hand on the door that we would become 100 times more difficult and 1 million times better with children. He is my firstborn son. My wife, Gabrielle, and I are thrilled to see our beautiful baby. Mark Freyermuth, MBA, Lauren French, and his daughter Auden welcomed the world’s first baby born at the new Children’s Hospital in San Francisco. Mark looks forward to his job with Gedy Capital Group, which invests debt and equity in private market buyout transactions.

Victor Adlin, MBA, 98, and his wife, Laura, with their two children.

Maryam Ghazi, MBA, writes, “My wife has been busy with a full-time consulting job and my two sons, Taso (2 1/2) and Kola (1 1/2), are also very busy. It’s been exponentially more sweet than it ever has been because of them. We’ve moved from NM Valley to San Rafael, which allows us to have a flat yard.”

John Siniaidze, MBA, and Macc’s second daughter, Alexia, was born Aug. 15. All are happy and healthy and growing very fast. One thing that everyone falls in love with is the house full of pink clothes. The family is currently living in Amsterdam, the Netherlands.

Michael Barcellos, MBA, of El Cerrito, Calif., recently rejoined BioRad Laboratories in Hercules, Calif., as global marketing manager for business development for the BioPlex Division of Bio-Rad. A $1 billion business, and clinical diagnostics company based in San Francisco, he notes, “Life has been pretty decent, but remains open to opportunities in other companies in our space. The reason for this relatively low move decision was to do with career, or work, but the ‘me more’ move was definitely consideration.”

Jeff Marshall, MBA, and Jeanne, the Guernsey, MBA, welcomed Jeffrey Lucas Julian Guernsey Marshall into the world on March 25. Mom, Dad, Jeff, and big sister Olivia are all doing great.

Srivatsa Srinivasan, MBA, of Raffles Institution, Singapore, and his second daughter, Anushka, arrived in Singapore in September 2004. To add to the excitement and work I just embarked on another adventure. I quit Microsoft in June and have started a little venture of my own. We are building a graphical development business around a patented software architecture at unbelievable prices. After many years in corporate America, it’s time to be on my own. And now I truly understand what Andy Grove meant in his book “Only the paranoid survive.” Check out www.nanovm.com and tell us how you like the software we are beta testing.

Phlippe von Heydmenoek, MBA, 98, and his wife, Patricia had twins on Jan. 23 and 24, 2000.ﻧ

Jason Mottowitza, MBA, of Nevada, writes, “Kathy Knitowski welcomed their fourth child, their first son, into the world on May 15. Kathy was weighed in at 8 pounds, 8 ounces, and has beautiful brown hair. It was very nice to welcome a boy to the family.”

Alan Knitowski, MBA, of Nevada, writes, “Kathy Knitowski welcomed their fourth child, their first son, into the world on May 15. Kathy was weighed in at 8 pounds, 8 ounces, and has beautiful brown hair. It was very nice to welcome a boy to the family.”

Kevin Leppek, MBA, writes, “I finally tried cold of the kind and as I said good-bye to the cold of the winter and hello to Sydney. While I am trying not to feel guilty that the beaches and kids inside the pool are still working for Mobile Media and dance around the coffee shop made-for-mobile production of video content in Los Angeles (yes, the coffee shop made-for-mobile in L.A.) was quite healthy. I actually would love to hear from any of you socially, perhaps for a bunch of us on the phone. I know we need to get in touch with some of our classmates, but I just don’t get to see any of you nearly as much as I would like.”

Benjamin Goodmann, MBA, of Boston, Mass., co-founded “Conquering the Real Estate Cycle,” a seminar on the state of the market for the Haas Alumni Network of New England in conjunction with IFN Start. With 120 attendees it was a sellout event, spreading the Haas brand to metro Boston. He is working in real estate as an asset manager/developer while not busy raising the boys.

Macy & Louise, MBA, welcomed Jonathan Luke Mace 24/7 Manager into the world on March 25. Mom, Dad, Jeff, and big sister Olivia are all doing great.

Dana K. Meadea, MBA, and husband, David, welcomed their twin boys on July 12. Little Bro 1 and Big Sister 2 (5.25 years) love their new siblings!

Josh Greenberg, MBA, writes, “Starting in February, I took my old friend of BUDE Amplification, a San Francisco based startup company that makes guitar effect pedals. Probably the strangest of all my new jobs in that you can put all of your products are based on vacuum tubes and wires and sound. We’ve been lucky enough to have some success with several websites and68/2000A is the new [post]shop, Good Fighters, Cold Chords, and Michael’s 20/20. Aesthetics and Greenwich. Stair brand will be using our gear on their upcoming tour. Meanwhile, I’m getting married in November so I’ve been planning

Richard Fink, MBA, with his family and friends in Thailand.

Submit your news online at
http://haas.berkeley.edu/alumni

30 31
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International Alumni

Tiffany Gilett
cindi jenkins
310/356-1324
310/356-1343

Domestic Alumni

Raj Mangharam, MBA, at Pleasant Hill, Calif., writes, "Raja and I welcomed a baby girl, Soren. She was born in Menlo Park, June 6 at 9:30 a.m. Soren (pronounced Son-rom) entered the world weighing 8 pounds 8 ounces and 21 inches tall. Our son, Om (3 1/2) has warmed up well to his little sister. On a professional note, I am still co-making a business-to-business company, Enterprise Risk. In the spirit of the Haas connection, I am glad to report that Dean Lyon will be the keynote speaker at our annual client conference. Raja has taken a well-deserved break from her medical practice to attend to her full-time duties as a mom of two."

Rajesh Prakash, MBA, 2002, writes, "On Oct. 26, my wife, Anika, and I welcomed our baby son, Mark Dynamic. All three of us are enjoying life in the city. I am still working with a San Francisco-based investment advisory company, which is growing rapidly.

Vivek Sambhi, MBA, of Santa Clara, Calif., writes, "We were blessed with a baby, Vidyut, on Oct. 12. The baby and mom are doing great. Alco, I recently joined Tidex Capital, managing worldwide business development for our current portfolio companies through its limited global distributor, reseller, retailer, and representative network. My business development manager, I spent at least half of my time doing HR management, marketing systems development, and more. Never a dull day in a small business. I am very happy or else I would be in a different job. Thank you for reaching out to me if you need help."

Nikki Turner, MBA, 2004, writes, "Our baby daughter was born in June, and we are enjoying every minute with her. We are excited to attend the class reunion next April!"

Michelle Ehrlich, MBA, of San Francisco, writes, "After three years as a parner on a high net worth money management team at Merrill Lynch’s Private Banking and Wealth Management, I am focused on hedge fund portfolios. I have joined the Access,” San Francisco-based fund of hedge funds, as principal and co-founder of investments, due diligence, and marketing. The fund is entering its 18th year, and First Republic Bank has a minority ownership position. This is a very exciting opportunity, and I’ll be interested in talking with fellow Haas colleagues who work at hedge fund firms. michelle@accessfunds.com"

Miguel A. Flores, MBA, writes, "Everything is going well with my family and my job. Still working with the same company as a consultant, Capstone Turbine Corporation. We manufacture and sell products for clean distributed power generation, and it has been a quite interesting experience, as the company has grown rapidly and is in constant change. I bought a compact last year in a nice area in west San Fernando Valley. There is a guest room for anyone visiting the area. Cheers!"

Estate Schild, MBA, of Pleasant Hill, Calif., writes, "Raji and I welcomed a baby girl, Soren. She was born in Menlo Park, June 6 at 9:30 a.m. Soren (pronounced Son-rom) entered the world weighing 8 pounds 8 ounces and 21 inches tall. Our son, Om (3 1/2) has warmed up well to his little sister. On a professional note, I am still co-making a business-to-business company, Enterprise Risk. In the spirit of the Haas connection, I am glad to report that Dean Lyon will be the keynote speaker at our annual client conference. Raja has taken a well-deserved break from her medical practice to attend to her full-time duties as a mom of two."

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Executive Development

1990

James Lee, Executive Development Director, writes, "Hello, all of our Haas friends. This is the last attempt to update my life to all of you, as I actually had to think about what I was accomplished since studying at Haas. I live in the East Bay now and my life is plenty rare. I also would like to let you know that I am not managing a global business unit; as a result, I am not all over the world meeting with customers, employees, and suppliers. There are two key points I am accomplishing: I am working on financial matters, and I am only crazy. I do not provide the services that would like to be personally known. One is that the Bay Area is a rich and talented environment that offers so much in terms of knowledge, social experience, and leisure. We are fortunate to live in and achieve our dreams, do it, and this is only confirmed by the many people that I meet who are in China in not being able to live here. Second is that the Haas experience opened my eyes and thinking to a much broader world of opportunities. I have 26 students, of which all but 14 lived in the US. We came from all walks of life, brought so much energy and ideas, and as a result, the classroom experience was outstanding. It's great to have such professional and successful students, which Haas has, but the real value of Haas offered me was its ability to attract a student body that itself represented the true essence of diversity. I think I am applying to attend UC Berkeley in the future. We are looking forward to getting your feedback on the Bay Area experience that our local university has to offer you.

In Memoriam

Margaret W. Beach, 24
Jeanne Nicholson, BS 24
Jack Solnick, BS 32
Guy Clarke, BS 45
Wayne Ferguson, BS 36
Theodore Clark, BS 35
Walter Mura, BS 35
Fred Fox, BS 36
Albert Sehgal, BS 36
Heister Collins, BS 37
Vernon Taylor, BS 37
Ellen Griffin, BS 37
Jack Horner, BS 37
Richard Vardeman, BS 37
Stella Hughes, BS 38
Sidney Slay, BS 38
Eugene Brown, BS 39
William Greasham, BS 39

Haas Mourns the Loss of Alumni and Lecturer Paul Rogers

Co-founder and professor emeritus of the tragic loss of alumni and entrepreneur lecturer Paul Rogers, who together with his wife, Julie Woycik, was the victim of a fatal attack on January 31, 2006. Rogers, 48, and his wife were killed in their home in El Cerrito, Calif., allegedly by Woycik’s former husband, who was arrested later that afternoon. Woycik earned his JD/MA, a concurrent business and law degree, at UC Berkeley in 1988 and his BS in environmental policy analysis from UC Davis in 1983. He was the managing director of the El Cerrito law firm Rogers and Mosher, which he founded in 2003.

Passionate about entrepreneurship, he was a frequent speaker at the Haas School’s Center for Entrepreneurship and Innovation, and has been teaching entrepreneurship at Haas since 2000.

"Paul Rogers filled every minute of his life with energy and commitment to serving," said Tom Campbell, dean of the Haas School. "We will miss him in the entrepreneurship program, and in the family that comprises our Haas School." This semester, Rogers was co-teaching the highly popular entrepreneurship course for soon-to-be MBAs and weekend MBA students. The course will continue to be taught by his co-instructor, Richard M. Firestone, an alumnus who is also president of Brand Strategy at Addis in Berkeley.

In addition to teaching, Rogers served on the Executive MBA program advisory board as a mentor to many fledgling MBA startup ventures that sprang from this course and found in Berkeley's Entrepreneurship Laboratory.

"We have a motto here at Haas that entrepreneurship is a team sport, and Paul Rogers was a key player on our team," said Jerome Engel, executive director of the Center for Entrepreneurship. "We are very sad to have lost him.

A memorial fund has been established for the three children, ages 12, 15, and 17, who were left behind. Those wishing to contribute may do so online.

The Rogers Family Memorial Fund
Mechanic Bank, El Cerrito Branch
9998 San Pablo Avenue, El Cerrito, CA 94530

Bank Telephone: 1-510-558-2300

Account Number: 4088-746

Bank Routing Number: 1211-02306

RICHARD HOLTON

Richard Holton, former Haas School Dean, Dies at Age 79

Richard Holton, former professor emeritus and former dean of the Haas School of Business, died on Oct. 24, 2005, in his home at the age of 79, after battling cancer and Parkinson’s disease.

Holton was an acknowledged leader in the field of marketing, business strategy, and entrepreneurship, and left a lasting imprint in these areas at the Haas School. He joined the business school in 1963 and served as dean from 1976 to 1978.

Holton’s key accomplishments as dean include the establishment of the school’s entrepreneurship program in 1970; the first curriculum for international business studies; the 1972 launch of the part-time MBA program; and the creation of a new student council, the Haas Entrepreneurship Program, which he founded in 1982.

Holton was awarded the Berkley Citation, the university’s highest honor, in 1991, the year he retired.

"Dick Holton was the consummate collegiality, a thoughtful, considered, always willing to help and work closely with the greater good of the school and the university," said Raymond Miles, professor emeritus and former dean of the Haas School. "There are few other college deans that Dick made to the school and the campus over the course of his forty-plus years but none more valuable than his self-effacing charm, his quiet good humor, and his tireless devotion."

Prior to becoming dean, Holton held several economic appointments, including professor of business management at the University of Washington, director of the School of Business in 1984 and 1990 and again in 2002. He was a student of the interaction with the students and have lots of fun with them. My major difficulty to stimulate as much interaction and a case atmosphere wherever possible. I am a giver back to the system, as well be examiner with both exposure to excellent instructors with the academic credentials and exposure to business instructors with many years of practical business experience and no plans to retire, as I am always doing what I am going to do too much to quit.

1971

William Hall, Ph.D., of Washington, DC, launched a web site that plots the knowledge of experts working online to forecast breakthroughs in all fields of science and technology. The site can be seen at http://techcast.org. Michelle Lionello, Ph.D., writes, "Still running my real estate agency in Chelmsford, Essex. 15 minutes of the well-known all round of Switzerland in Winter 2006.

1997

Peter Pellett, Ph.D., of Canada, writes, "After graduation with my MBA, I bought in the business school at the University of Manitoba until 1973, taking two years off in the middle to complete my Ph.D. coursework. Once increased consulting to businesses and have some great assignments in New York and Philadelphia. Since 1978, I have owned a number of small companies and have enjoyed the diversity of activities. I was significant owner and CFO of a regional airline, have been active in a management role in real estate development and finally have two businesses—one that manages the fuel supply contracts, and another, 220 local municipalities across the Canadian Maritimes and the second that is in the industrial and commercial lighting industry. The University of Alberta School of Business renovated me to teach business ethics and small business management 1984 to 1990 and again in 2002 to 2005. I love the interaction with the students and have lots of fun with them. My major difficulty to stimulate as much interaction and a case atmosphere wherever possible. I am a giver back to the system, as well be examiner with both exposure to excellent instructors with the academic credentials and exposure to business instructors with many years of practical business experience and no plans to retire, as I am always doing what I am doing too much to quit.

Kareljen J. Papp, MBA, is an investment banker with Rabobank Co., a research-boutique focused specifically on the wireless and the only digital media industries.

Ph.D.

1970

William Hall, Ph.D., of Washington, DC, launched a web site that plots the knowledge of experts working online to forecast breakthroughs in all fields of science and technology. The site can be seen at http://techcast.org. Michelle Lionello, Ph.D., writes, "Still running my real estate agency in Chelmsford, Essex. 15 minutes of the well-known all round of Switzerland in Winter 2006.

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Charles P. Leo, Ph.D., of Huntington Beach, Calif., writes, "In addition to having 25 years in executive management, I have also joined OLC, the Open Learning Initiative, which has over 20 years, and still continue to serve, as an adjunct professor at the Pepperdine University School of Business and Government, teaching in both undergraduate and graduate programs. I have also written several articles for business publications, with the most recent co-authored article for the Pepperdine University Business Journal entitled, A New Imperative for Management: Sexual Harassment Training. A partial listing of consulting clients includes Bank of America, Zenith Insurance Company, Paramount Pictures Corporation, Warner Bros. Studios, city of Orange, city of Barbers, TRW, Boeing Aircraft, UCLA, California Department of Transportation, and the Social Security Administration."
Obituary

Haas School Mourns the Loss of Business Legend and Friend Peter E. Haas, Sr.

Peter E. Haas, Sr., who led Levi Strauss & Co. to become one of the largest and most well respected manufacturing companies in the world and was a dear friend, a trusted advisor, and a generous supporter of the Haas School of Business, died on December 3, 2005, at the age of 86.

Haas graduated from UC Berkeley with an undergraduate degree in economics in 1940. He was instrumental in his family’s gift that named the school in honor of his late father, Walter A. Haas, Sr., and is one of only three individuals to have been honored with the school’s Lifetime Achievement Award.

“Peter Haas established an identity between his company, his family, and two hugely important concepts: integrity and community involvement. His legacy is enormous,” said Dean Tom Campbell.

“Our school, which bears the Haas family name, is proud of that association because of the virtues that Peter Haas exemplified. In person, he was unfailingly kind and considerate. His interest in our school never diminished, even after his mobility was restricted. He encouraged the Haas School to be the best, and never to forget the purpose of business education was to create opportunity for others. All of us at the Haas School deeply mourn his loss.”

Peter Haas combined business acumen and deep personal values to make Levi Strauss & Co. a worldwide success. He served as the company’s president (1970–81), CEO (1976–81), and chairman of the board (1982–89).


“His leadership in finance, operations, and manufacturing was critical in turning a small regional company into the world’s largest apparel manufacturer,” said Earl F. Chet, a long-time friend of Peter Haas and Dean Emeritus of the school. “He was a quiet, unassuming leader who took great interest in the Haas School and its students. His vision and strong support were instrumental in the cornerstone gift that made our building possible.”

When Haas first joined his father and brother in the family business in 1945, Levi Strauss & Co. had three small factories — in San Francisco, San Jose, and Santa Cruz. The company had $8 million in sales, only $2 million of which were denim products; the rest came from its wholesale business. In comparison, at its peak in 1996 the company had $7 billion in sales and operated 85 facilities in 49 countries.

Convinced that corporate social responsibility and corporate success are inextricably linked, Peter Haas became a pioneer of a social responsibility movement that has set new standards for the corporate world. For example, under his leadership, Levi Strauss & Co. began to integrate its plants in the Bay Area in the mid-1940s and in the Southern US in the 1950s, long before the start of the civil rights movement. The company is also known as an industry leader with respect to offering generous employee benefits and to sharing its wealth with its employees and with the community.

Of the many philanthropic causes Peter Haas has supported throughout his lifetime — from the United Way and the Jewish Community Federation to childhood development programs for San Francisco’s poor — he has been especially generous to his alma mater, the University of California, Berkeley. He helped raise one-third of the $1.44 billion New Century Campaign.

In 1989 Peter Haas and his siblings Walter Haas, Jr., and Rhoda Goldman made a $2.7 million cornerstone gift to the school that enabled the $65 million construction of its current facilities. The school subsequently was named in honor of their late father, Walter A. Haas, Sr., who was a 1910 graduate of its undergraduate program. He also provided financial aid to Berkeley students in the 1960s and, in 1976, helped the business school create its first career center.

“Peter Haas was one of the most wonderful human beings I have met since I came to Cal,” said Chancellor Robert Birgeneau in his obituary. “His genuine humility, his pervasive concern for others, and his determination to improve the world were central to who he was. We are diminished and profoundly saddened by his passing.”

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