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Winter 2006

Meet Your Haas Network: Entrepreneurs Share Their Stories

CalBusiness

The Magazine of the Haas School of Business at the University of California, Berkeley

Business Leader of the Year

Learning, Growing, and Giving Back

Barclay Simpson, BS 66, Makes his Mark in Business and Philanthropy

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Prof. Vogel on the Market for Virtue
p6

Prof. Shapiro Untangles the Patent Thicket
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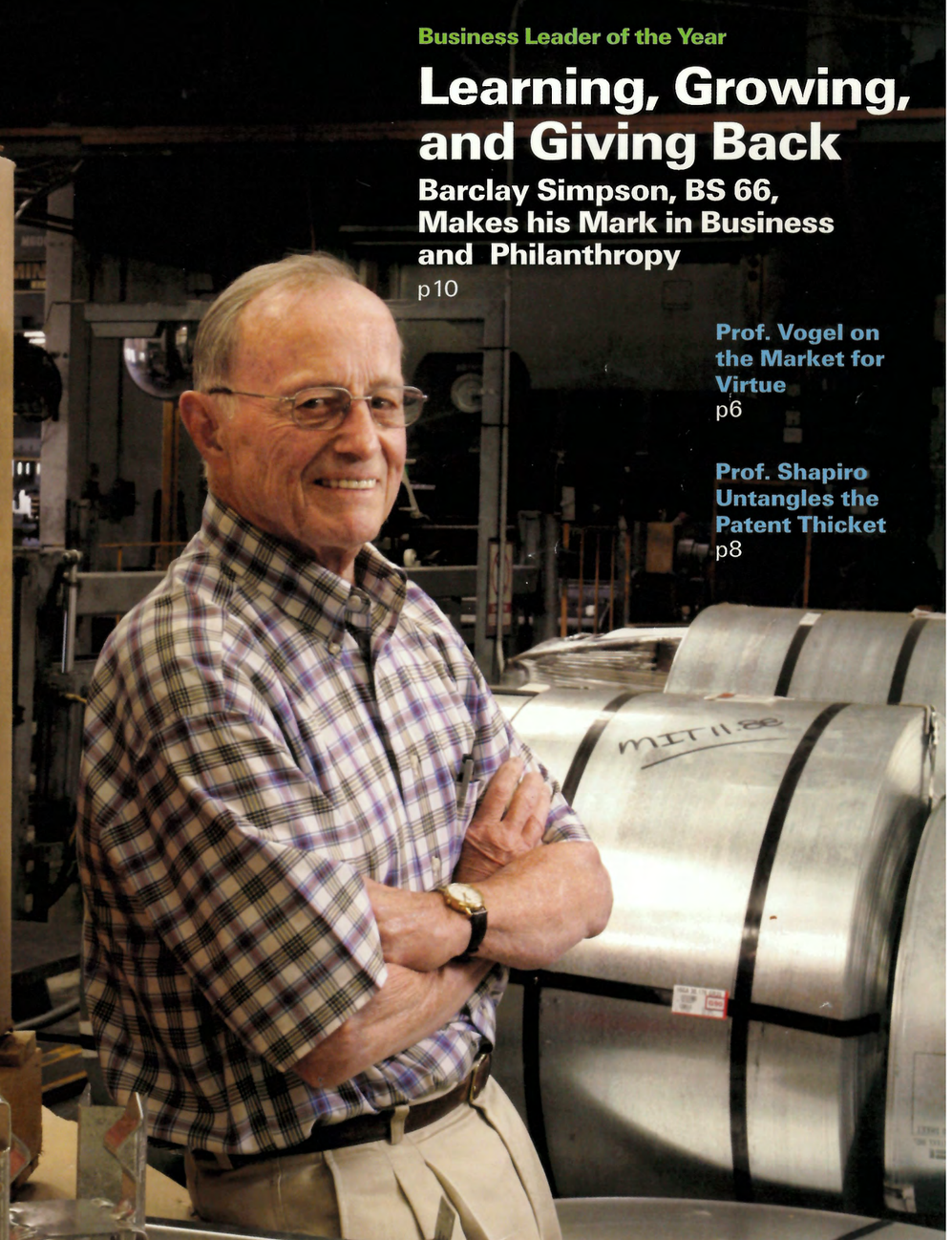



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CalBusiness **Winter 2006**

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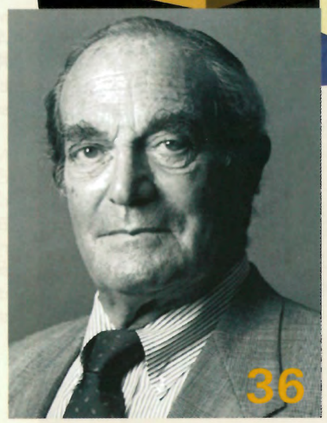

The Magazine of the Haas School of Business at the University of California, Berkeley

Winter 2006

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University of California
Berkeley
Haas School of Business

In Brief

News from the Haas School

Events at Haas

April 7 - 8
"Bridging the Divide"
UC Berkeley/United Nations Conference

April 29 - 30
Haas School Reunions

May 15
Haaski Open Golf Tournament



Young Entrepreneurs Prepare for College

High school youth enjoy learning study skills and how to put their own business ideas into action in the Summer Academy offered by the Young Entrepreneurs at Haas (YEAH) program. In 2005, YEAH celebrated 15 years of success in placing youth from underprivileged school districts on the college-bound track. That year, it provided programs for 240 youth at under-served middle schools and high schools, 18 were admitted to college upon graduating from the program.

International Press Praise Prof. Tetlock's Book on Political Forecasting

Professor Philip Tetlock's recent book, *Expert Political Judgment: How Good Is It? How Can We Know?*, made a worldwide splash with its conclusion that expert political forecasts are frequently wrong. Media outlets such as *The New Yorker*, BBC News, and *The Wall Street Journal* tapped Tetlock's book to expose how people who make a business out of making predictions are no better at it than the rest of us. In fact, Tetlock's 20-year study of 82,361 forecasts from 284 experts found that the better known and more frequently quoted they were, the less reliable their predictions were likely to be. Tetlock's book was widely cited in the media with the turn of the new year—just as pundits were puffed up with predictions for 2006. CB

Prof. Teece Among Faculty Most Cited



Professor David Teece was recognized in late 2005 as the tenth most cited scholar worldwide in economics, business, and finance, according to Science Watch, a publication that tracks research trends.

To conduct the survey, Science Watch built a list of the most cited institutions, authors, and journals from 1995 to 2005. Teece, the Mitsubishi Bank Professor of International Business and Finance and director of the Institute of Management, Innovation, and Organization, was tenth on the list of most-cited authors with 897 citations. UC Berkeley ranked #7 in total citations. UC Berkeley also ranked #14 in impact (defined as number of citations per paper).

Teece is also a coauthor of the most cited paper in the survey, "Dynamic Capabilities and Strategic Management" (Strategic Management Journal, 18 [7] 1997), which has been cited over 600 times. CB

McElhaney Named Faculty Pioneer

Kellie McElhaney, the executive director of the Center for Responsible Business, won the Faculty Pioneer Award for Institutional Leadership. The award was presented by the Aspen Institute and the World Resources Council as part of their biennial Beyond Grey Pinstripes survey of MBA programs.

The award recognizes McElhaney as an "agent of change" pointing out the impact of the Center for Responsible Business on Haas, her pioneering teaching methods, her success in creating recruiter demand for her students, and the close ties she has formed between scholarship and business practice.

McElhaney is perhaps best known for her teaching method that combines theory and strategic corporate social responsibility (CSR) projects at organizations including Microsoft, Nike, Gap Inc., Hewlett-Packard, and Altria. She has made her mark on students across all degree programs, teaching CSR to undergraduate and MBA students, and advising doctoral-level CSR Fellows. She also spearheaded research with students in the Master's in Financial Engineering program on the impact of socially responsible corporate performance on bottom-line benefits.

The Haas School ranked #11 in Beyond Grey Pinstripes 2005 ranking of MBA programs around the world. CB

Haas Ranks #7 in Wall Street Journal

The Haas School was rated #7 in the US and the best full-time MBA program in the western United States in the 2005 Wall Street Journal/Harris 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 (#10).

Additional Rankings Highlights:

- ***US News & World Report* ranked the Haas Undergraduate Program #3,** tied with the University of Michigan, Ann Arbor, in its America's Top Colleges issue, published in August.
- ***Hispanic Business* magazine rated 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 (EIU).**



Don't Miss the 2006 Haaski Open!

The fourth annual Haaski Open golf tournament will take place on Monday, May 15, 2006, hosted by Grant Inman, MBA 69 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 Rhode (at rhode@haas.berkeley.edu or 510-642-1907) 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.

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Morgan Stanley Fixed Income

Extra Special Thanks to the 2005 Haaski Open Planning Committee:
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Ed Arnold, BS 40
Amit Barave, MBA 06
Tom Broderick, BS 73, MBA 74
Nancy Chan, MBA 05
Gennie Chen, BS 06
Paul Cortese, BS 48
Mark French, MBA 98
Jonathan Harris, MBA 96
Tracy Knott, MBA 05
Raymond Miles (former dean, professor emeritus)
Waldemar Mozes, MBA 04
Devin Redmond, MBA 05
Marc Singer, BS 86
Jackie Singh, MBA 04
D.J. Tierney, MBA 95

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 27 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 Rudolph Peterson, BS 25, former CEO of the Bank of America whose parents came to the America from Sweden; Michael Blumenthal, BS 51, former Secretary of the Treasury (1977-1980), who was born in Germany; Dennis Wu, BS 65, MBA 67, executive vice president and CFO of United Commercial Bank, who emigrated from the Philippines; and Paul Merage, BS 66, founder of Chef America and creator of the snack food HotPockets, who emigrated from Iran.

Our graduates receive a first-rate 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

In Brief

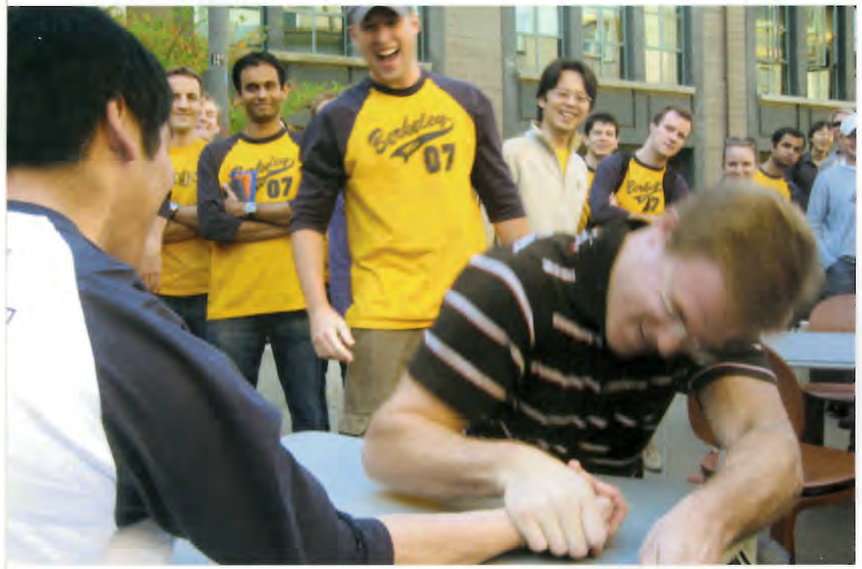
Berkeley MBA Students Use Digital Media to Benefit Afghani Teachers

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 Gouttierre and Chris Becherer, both MBA 06, traveled to Kabul, Afghanistan, to record folk musicians in a time rife 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 Afghan Music Project, now available for download through Apple's iTunes and Real's Rhapsody, 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's Clausen Center for International Business and Policy. All proceeds from the project will fund Afghani 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. CB



MBA Students Build Spirit with Big Games and Annual Food Fight

Full-time Berkeley MBA students gathered food and funds for a local food bank and celebrated the build-up to victory over Stanford with a week of events, "The Big Games: Food Fight and Cohort Championships," held last November.

A series of lunch-time contests between the full-time MBA cohorts was also part of the fun, with students competing in such events as a "Race Around Haas" in the courtyard, a Twister contest, and arm wrestling (above) and karaoke competitions. When the week was over, Axe claimed the newly created 2005-06 Cohort of the Year trophy.

Thinking Small, Winning Big

Berkeley startup Harmonic Devices hit it 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 Nanotech Challenge. In fall 2005, Harmonic Devices went head-to-head with the international winners of four other business plan competitions in the inaugural Intel+UC Berkeley Technology Entrepreneurship Challenge. Victory was once again theirs, for a plan to harness technology that will dramatically improve the cost, functionality, and size of portable devices. CB

Annual Fund Surpasses Goal

The 2004-2005 annual fund reached a total of $2,036,154, exceeding its $1.8 million goal due in part to the continuing competition between the class gift committees and the launching of the new 10-10-20 fundraising campaign.

Haas has made great strides on reaching the goals of the 10-10-20 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% of the total, 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 $6.85 million – not quite the $10 Million goal, but a strong showing for the first six months of the 10-10-20 Campaign. CB

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 to increase ladder faculty from 60 to 90.

Deciphering 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 Ph.D. in economics from Harvard University and an MS in economics from Techion in Haifa, Israel.

Seeing Stock Bubbles

Assistant Professor Johan Walden's fascination with major shifts in stock markets has lead him to create an economic model that explains some of the most precipitous drops in US markets – from the 1929 crash to the bursting of the NASDAQ bubble in 2000-2002.

Walden'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 failure even though they are triggered from within the system and thereby, in principle, possible to predict," says Walden, who is in the Finance Group. "Investors understand the stock market on a local, day-to-day basis but not on global basis, which would require knowledge about stock prices for all stocks in all states of the world at all times into the infinite future."

Walden holds a Ph.D. in financial economics from Yale University as well as a Ph.D. in applied mathematics from Uppsala University in Sweden.

Power and Self-Perception

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 candidates, and corporate employees to gather data on group dynamics. He found that individuals who form an over-inflated sense of status and influence within a group are quickly ostracized and alienated by fellow group members. Most 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 narcissism in other ways. For one, they overestimated how well liked they are, he says.

Anderson, who came to Haas from the Stern School of Business at New York University, holds a Ph.D. in social/personality psychology form UC Berkeley. He is in the Organizational Behavior and Industrial Relations group at Haas.

Can Stock Repricing Improve Performance?

Companies often reprice 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 Bastian Johnson.

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 executives' 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 Ph.D. in accounting from Stanford University.

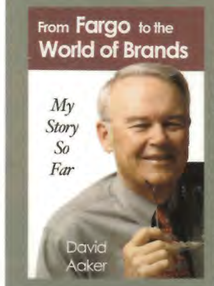
The Power of Market Structures

Once a small niche market of the stock trade, 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 Tepper School of Business at Carnegie Mellon, explains that in this type of market, investors trade directly with each other instead of putting their orders through a market maker. In her research, she is trying to determine whether limit order markets will become the dominant trading platform for equities and what effect competition between the markets will have on these markets.

Parlour holds a Ph.D. in economics from Queen's University at Kingston. CB

New Faculty Books



From Fargo to the World of Brands: My Story So Far
David Aaker
Iceni Books
$27.95

Health Care Management: Organization Design and Behavior, 5th edition
Stephen Shortell and Arnold Kaluzny (eds.)
Delmar publishers, 2005
$102.88

The Economics of Information Technology: An Introduction
Hal R. Varian, Joseph Farrell, and Carl Shapiro
Cambridge University Press, 2005
$19.99

Time Travel - Chinese Firms Go Global
Jihong Sanderson
CITIC Publish House, 2006

Chancellor Honors Four Haas Staff

Teresa Costantinidis, Dana Lund, Kim Guilfoyle, and Lee Forgue were recognized by Chancellor Robert Birgeneau with Chancellor's Outstanding Staff Awards at ceremony at the International House in November.

Costantinidis, senior assistant dean and chief operating officer and Lund were honored with individual awards.

Guilfoyle, Ph.D. Program administrative director, and Forgue, administrative specialist with MBA Admissions, were honored as part of the Berkeley Staff Assembly's Mentorship Program Team. CB

Is There A Market for Virtue?

Prof. David Vogel Examines the Potential and Limits of Corporate Social Responsibility.

"For a level-headed survey of the evidence, I recommend The Market for Virtue by David Vogel... 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."

–Simon London, *Financial Times*



In his new book, *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility.* **Professor David Vogel** appraises the corporate social responsibility (CSR) movement's accomplishments and limitations. While he credits the past decade with substantial 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) pokes holes in the standard business case for CSR: that it gives companies an edge in competition for workers, investors and customers," said to Steven Pearlstein of the *Washington Post*. *The Financial Times* called it "a level-headed 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."

Are Virtuous Firms Built to Last?

Corporate Social Responsibility (CSR) advocates assert that while CSR may not affect short-term earnings or share performance, in the long run the more responsible firms will perform better. One way of investigating this assertion is to examine the social performance of companies that have performed extremely well financially over an extended period of time.

Consider, for example, the US-based firms included in the 1994 best-seller 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 their 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, Kroger, Nucor, Philip Morris, Pitney Bowes, Walgreens, and Wells Fargo.

Some of these twenty-eight firms do enjoy reputations for exhibiting above average levels of CSR on some dimensions, including American Express, 3M, Hewlett-Packard, IBM, Johnson & Johnson, Citicorp, and Merck. And 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 to it. But no one would confuse all or even most of these 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, visions, and goals other than profit maximization, and, according to Collins and Porras, these factors have contributed to their financial success. But only in a few instances do 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. And 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 a drug for river blindness and more recently for its work with the Gates Foundation to make AIDS drugs available in Botswana, began experiencing declining profits and an underperforming stock price after 2000, leading some analysts to question the continued validity of George Merck's celebrated 1950 credo: "Medicine is for the people. It is not for the profits. The profits follow." (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 outgrowth of the United Fruit Company), which 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 "icons" 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 2000, Ben and Jerry's, faced with a highly undervalued 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 2000. In 2001 it consolidated its services operations, exited the broadloom market in Europe, and cut about 10 percent of its workforce, making further cuts the following two years. Notwithstanding Hewlett-Packard's widely applauded CSR initiatives under CEO Carly Fiorina, the firm's disappointing financial performance forced 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 pharmaceutical products, household products, ice cream, herbal tea, clothes, jeans, computers, or body care products from many companies. 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 less-than-strong financial performance of many firms with strong CSR reputations hardly suggests 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 unstable as for 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, Ikea, BP), while others are not (Levi Strauss, Merck, M&S, HP, 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.

Proponents of CSR tend to view the dynamics of responsible business in evolutionary terms. Since they assume that only the most responsible firms can or will survive in the long run, they believe that over time there will be more responsible firms 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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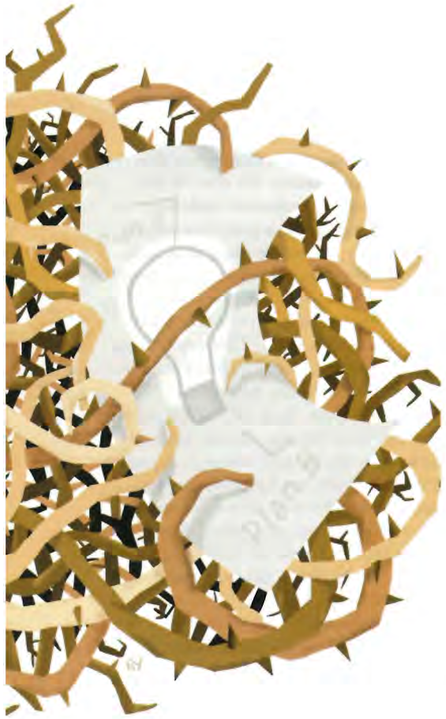
Reforming the Patent Thicket

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 Katz (business), Joseph Farrell and Richard Gilbert (economics), Rob Merges (law), and Pam Samuelson (information management) brought the Federal Trade Commission Hearings on intellectual property to Haas, and in 2004 they organized the Patent Reform Conference on campus. Shapiro himself testified twice in 2005 before the Antitrust 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 thicket" 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 obtain licenses from multiple patentees. Sometimes new products inadvertently infringe on patents issued after these products were designed, known as a hold-up.

"We have a patent system that is out of balance and in some respects is impeding innovation and economic growth," Shapiro explains.

The crux of the problem lies with the US Patent and Trademark Office (PTO), which is understaffed and overwhelmed by an increasing number of patent applications — 380,000 alone in fiscal year 2005. The average examiner spends only around 18 hours to review an application, which has resulted in too many patents that may not reflect a genuine innovation.

In addition, the courts afford patents 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 offensively 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 old or obscure patents as a regular line of business. 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, just 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 counter-suit, they are often referred to as "patent trolls."

Weak patents also have become a troubling 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-trust problem," says Shapiro, who served 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 later patented by 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.

Shapiro's deep involvement in these issues is both personal and professional. He says he feels good about fighting for improvements such as lowering prices of drugs 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 Kray on how stereotypes hurt women in negotiations

By Kim Girard



When Associate Professor Laura Kray 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 hot-button issue," says Kray. 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 Kray. "The question, not surprisingly, came most often from women."

In Kray'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, Kray 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.

Kray 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, Kray 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, Kray manipulated the explicitness of the gender stereotype endorsement by providing participants with information about supposed predictors of negotiation success before the bargaining began. When subtly activating the masculine stereotype, an experimenter 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."

"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."

—Associate Professor Laura Kray

Kray 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, Kray'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," Kray says.

Kray also found that prepping negotiators to value stereotypically feminine traits such as being verbally communicative and empathetic reversed the male advantage.

"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," Kray says.

The bottom line is that women are fully equipped to negotiate well while retaining a stereotypically female style of negotiating. Kray calls this the "Marilyn Monroe effect," because it speaks to the actress's famed quote: "I don't mind living in a man's world as long as I can be a woman in it."

Kray 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. And finally, have a little fun. She says, "Learn to love the game."

Putting Something Back:

Business Leader of the Year Barclay Simpson Brings a Humanitarian Touch to Work and Giving



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 (YEAH). Last fall he celebrated YEAH's 15th anniversary with the following YEAH participants: (in the top row) Demetra Matin, Shronda Allen, Barc Simpson, Breanna Wright, and Ernesto Matal-Sol; (bottom row:) Jerrel Brown and Lazaroy Brown III.

By Marguerite Rigoglioso

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 his 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 in the workplace, 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 Barc 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 Barc 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 connector by 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 25,000 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 2,600 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 best-managed small companies.

"The key to running a company is to keep things decentralized and empower decision making at the lowest level 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 Manufacturing has also become a sought-after employer. "Barc 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 regard for a janitor 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 employees 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 as 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 (YEAH), a program where 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-bombers 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 crony doesn't show any signs of quitting soon.

"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 Will 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. "We only sell to people who understand what we're all about," says Takesh. Meanwhile, the company has expanded to make clothing for new customers, including the Afghani military, 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's put the world at the fingertips of governments, city planners, realtors, and regular folks, is Haas alumnus 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 classmate Steve Sellers, MBA 96, to form Archetype Interactive, creator of the first Internet multiplayer game. After 3DO bought Archetype, the duo started the Java-based online game company Big Network, which was acquired by eUniverse. Hanke peeled 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 AudioBasket, an online audio content aggregator and raised $26 million to get it going. AudioBasket was then sold to digital media management company eMotion in 2001. At her latest venture, Prologue International, Fisher is tapping 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, 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 Biocenter, 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."

Your Haas Network

James Hong, MBA 99

Founder of 10over100.org, HOTorNOT.com

Berkeley, Calif.

The success of James Hong's popular meeting website HOTorNOT enabled him to pay off his graduate school debt, and then some. But his newfound affluence 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 HOTorNOT unexpectedly became a huge success. Inviting visitors to rate other peoples' 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 HOTorNOT 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."

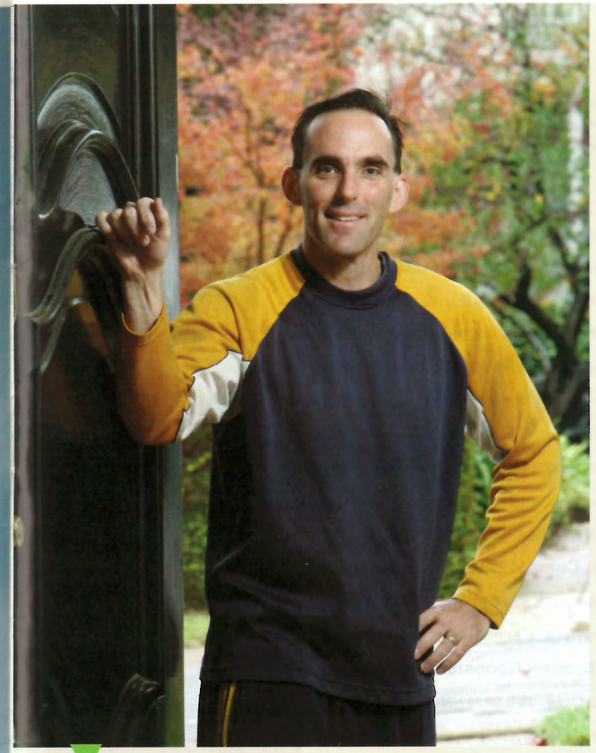
Hong mulled over the idea of how much charity would be enough and then devised a formula he calls 10 over 100, suggesting that people who earn more than $100,000 annually should pledge to donate 10 percent of their income over $100,000 to charities and non-profits.

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."





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 alumnus 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 rebated 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 agents. 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 closed 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, jumping 84 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.

John Woolard, MBA 97

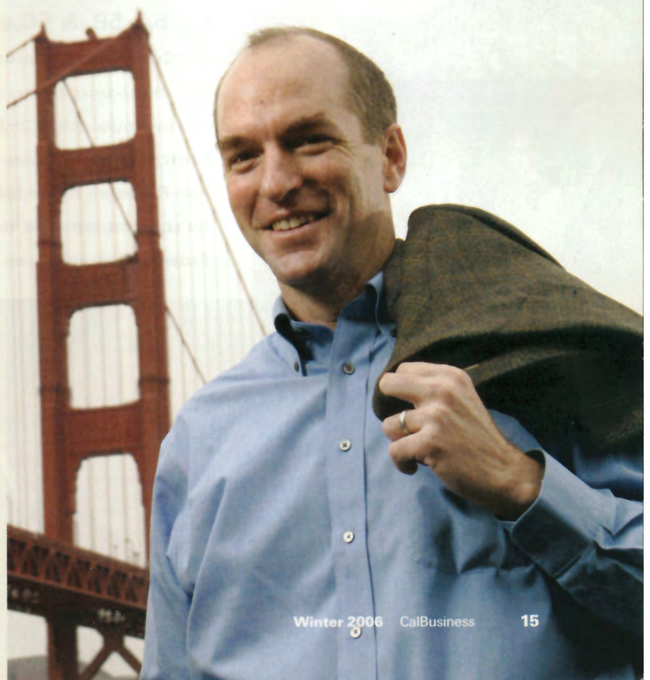
Entrepreneur-in-Residence
VantagePoint Venture Partners
San Bruno, Calif.

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 deregulation of California's energy market enabled Woolard to spin 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 2003, 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.



Connected @ Haas

Top Executives Addressed the Haas School Community in 2005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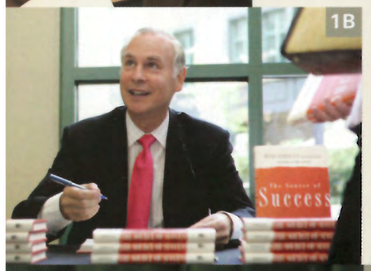
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4A

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 and Rubicam (1B). 2. Jacob Taylor, CTO and co-founder of SugarCRM**, and **Zack Urlocker, vice president of marketing for MySQL**, were among the executives to address the growth potential of Open Source at the September 29 Berkeley Entrepreneurs 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 7. **Robert Barr, 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 Kepplinger, director of patent operations for Wilson Sonsini Goodrich & Rosati; and Hannes Farnleitner, former federal minister of Economic Affairs for Austria. 4A & 4B.** An October 14 Haas School Teach-In on Hurricane Katrina drew a stellar line-up of panelists, including **Professor James Wilcox (4A)**, and **Michael Lebsack, 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 Severin Borenstein, Tom Davidoff, Dwight Jaffee, Karlene Roberts, and Nora Silver. **5A, 5B, & 5C. Barclay Simpson, BS 66**, here with **Chancellor Robert Birgeneau (5A)**, was honored as the Haas School's Business Leader of the Year at the fourth annual Haas Gala, held on October 21. **Dean Emeritus Earl "Budd" Cheit** caught up with fellow former deans, **William Hasler and Raymond Miles (5B). Professor Janet Yellen, on leave to serve as the president and CEO of the Federal Reserve Bank of San Francisco (5C)**, was


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5C


7A


5B


7B


4B

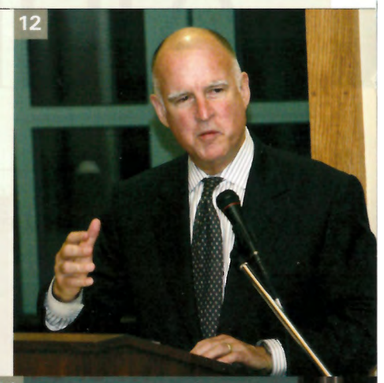

5A


7C



8A


8B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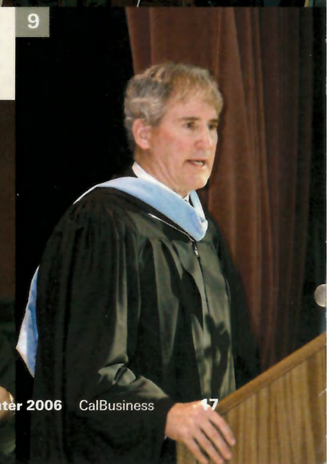
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the keynote speaker. **6A & 6B. George A. Strait, Jr., award-winning journalist and assistant vice chancellor for public affairs at UC Berkeley (6A)**, gave the opening keynote on "Why Diversity Matters" at the Haas School's first-ever "Diversity in Business" Conference on October 28. **Dr. Freada Kapor Klein, founder of the Level Playing Field Institute (6B)**, shared her experience linking 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 >play, 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. **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. **9. Intuit Chairman Bill Campbell**, who presided over an increase in Intuit'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 11. **10. Harmonic Devices**, a Berkeley MBA and engineering team, won the global Intel+UC 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. **11. Scott McNealy, chairman and CEO of Sun Microsystems**, here with **acting Dean Rich Lyons**, spoke at the CIO Summit on November 2. The event was presented by the Haas School of Business at the Ritz-Carlton, San Francisco. **12. Oakland Mayor Jerry Brown** spoke at a special dinner commemorating 15 years of success in the Young Entrepreneurs at Haas program on October 6.

Alumni Notes

News from Haas Alumni

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

Expand Your Professional Tool-Kit

The Haas Alumni Network (HAN) is introducing new services and resources that will help to enhance your professional 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.
- **Class Audit Program** Last fall, HAN rolled out a pilot program that gives MBA alumni the opportunity to audit classes. To date, over 150 alumni have participated in this program.

  At the beginning of each semester, HAN announces the courses available to audit from the MBA programs via e-mail. Make sure your preferred e-mail address is up-to-date in Haas@Cal so that you can learn more about this program.
- **Jobs Database** Haas@Cal has a new searchable jobs database exclusively for Haas alumni. It contains job postings submitted to the career center by employers specifically interested in hiring Haas graduates.
- **Special Interest Groups** Within Haas@Cal, several topical e-mail lists exist to help you develop your professional connections in, for example, real estate, biotech, and venture capital.
- **@Cal Café** A new social networking program is available within Haas@Cal. Join established groups or create your own open or moderated group. List events, post photos, and participate in discussion threads with other alumni.

Remember.... The Haas Alumni Network is YOUR network of people, ideas, and action.

Best wishes from campus,

Tenny H. Frost, executive director, Alumni Relations
Kristen C. Williams, director, Alumni Relations

The Alumni Relations and Development Office has moved off campus to 2001 Addison Street in downtown Berkeley. We are eager to see you when you are planning a visit to campus, so please let us know in advance if we can be of any assistance and we'll meet you there!

www.haas.berkeley.edu/alumni

Undergraduate

1941

Harold E. Kren, BS, writes, "Seeing David Arminzadeh making his post-Haas sky dive leap (page 27) in the summer 2005 Cal Business inspires me to attach this picture of me making a leap Sept.10 of 2005 in celebration of my 85th birthday. I'm now living in Pebble Beach on the Monterey Peninsula, where I've been since 1956, fully retired, of course, chairing the local chapter of SCORE (Service Corps of Retired Executives), pro bono consultants to small business; serving on a couple of nonprofit boards; and enjoying great-grandfatherhood. En route, I did acquire an MBA, though not from Cal."



Harold Kren, BS 41, celebrates his 85th birthday

1948

Woodrow Mayfield, BS, of Citrus Heights, Calif., writes, "In the summer 2005 issue of Cal Business, I was happily surprised to see two friends featured in alumni notes. The 1947 notes featured Jackson Eaves, with whom I enjoyed many meals when he worked in publicity for Wells Fargo Bank and I had a position of treasurer and finance director of an East Bay city. I continued studies and received an LLB in law and CPA by examination. The 1948 notes featured author Milan E. Wight, with whom I spent many happy days and miles traveling with our Airstream Trailer group. With the many thousands of graduates in 1947 and 1948, it was remarkable to see two friends."

Robert W. Moore, BA, writes, "In the almost 60 years since I graduated from Cal, I have been engaged in farming rice in California's Central Valley, and operating an aerial spraying and fertilizing/seeding company with my two brothers. We have also operated large fire-fighting aircraft throughout the United States. I am the very proud father of six wonderful children, five daughters and one son. My wife, Bobbi, and I also have thirteen grandkids and two beautiful great-granddaughters. Bobbi and I have been able to travel extensively and have been deeply involved in our community's activities. We are both in good health and hope to continue our travel and community activities for years to come."

1950

Fred Hawkins, BA, enjoyed the Haas alumni reunion in October. He writes, "The Bears won handily and my godson, Acting Dean Rich Lyons, did a wonderful, pre-kickoff lecture on the why's of our current US dollar's international status. I'm a retired US Navy captain who is currently the commanding general of the Naval Order of the United States, the military's oldest (1890) fraternal organization. Our mission is to preserve and promote our US Naval traditions. Married to Pat Christensen, BA 52, for 53 years, and living in Belmont, on the San Francisco Peninsula for the past 45 years."

Paul McKnight, BS, of Orinda, Calif., a vice president of Saylor & Hill Co., is in retirement transition after starting in the employee benefit insurance business in 1950. Saylor & Hill Co. has provided consulting and insurance brokerage services to the University of California and other universities, cities, the state of California, and employers in many industries. Paul has had a rewarding and very interesting career partnering with clients. He is married to Joan Kiessig, BA 53. Daughter Carol Mc Knight Warren, BS 80, is married and has a son (14) and a daughter (11) and lives in Grosse Pointe Farms, Mich., with husband, Ben. Joan and Paul are supporters of the Bear Backers, particularly rugby, football, women's golf, and men's golf.

1951

Hugh T. Gordon, BS, retired in paradise and operates a bed-and-breakfast inn at Ruby Bay on the shores of Tasman Bay at the top of the South Island of New Zealand. Some family live nearby, while others are far away in the USA. He has three great-grandchildren to keep the line going. See www.barkingfish.co.nz or look at Barking Fish at www.nelsonnz.com. Contact for old friends: hush@quik.co.nz

1954

Merlin "Budd" Henry Jr., BS, of North Tustin, Calif., writes, "I retired in 1999 after a 29-year rewarding career as a professor of marketing at Santa Ana College, the last 11 years as chair of the Marketing and Management Department. My wife, Mary Ann, and I celebrated our 25th anniversary last July after a wonderful Eastern Europe trip with stays in Berlin, Prague, Krakow, and Warsaw. I have two sons, two daughters, and three stepsons. Retirement consists of tennis, traveling, volunteering on three boards, tutoring fifth graders, and a rewarding and challenging year serving on the Orange County Grand Jury."

1962

Thomas M. Jones, BS, of Corona Del Mar, Calif., is president and owner of TMJ Insurance Services, marketing life, health, disability, long-term care, annuities, and other estate planning products. He has two children, Felicia (31) and Tyler (21). He served as chief deputy commissioner of the Department of Corporations and assistant appointments secretary to Gov. Ronald Reagan, was formerly president of the board of governors of the California Community Colleges, Irvine Chamber of Commerce, Irvine Children's Fund; and vice chairman of Irvine Junior Games. He has also served on boards and committees of many other business, alumni, local government, and community organizations.

Carlo Americo Odella, BS, president of Europamerican Inc., reports that his most recent article on ceramic tile, "Backsplashes: The Earrings of the House," has been selected for publication in the February 2006 issue of Kitchen and Bath Design magazine. Carlo has also published articles on grout, large-body tiles, and tile on countertops. He is the owner of a tile retailer/contractor in Dayton, Ohio.

1964

Charles Leo, BS, MBA 66, see Ph.D. 1973 notes.

Andy Simmonds, BS, accepted a position with T-Mobile in Bellevue, Wash., as the property tax manager for the Western US. He is returning to the Northwest after working for Sprint Nextel in Overland Park, Kan.

1965

Kyle Ballard, BS, of Carson, Calif., was named West Coast regional manager for Final Expense Plus, the latest work site benefit product of Homesteaders Life Co. of Des Moines, Iowa.

Vijay Kumar, BS, of Mountain View, Calif., writes, "After my BS from UC Berkeley from Haas School, I passed Society of Actuaries Mathematics and Statistics exams. I worked for IBM, BMC, Memorex and am now an advisor to Internet Speech, www.internetspeech.com, an Internet startup company working with audio Internet technology. In personal news, I am divorced and have two children. My son is a civil engineer in San Juan Bautista working for Willis Construction. My daughter is working for Coldwell Banker, trying to become a real estate tycoon. She has properties in the coastal towns of Santa Cruz, Eureka, and Ferndale. Both my kids are California surfers. My son, Jay, swam from Alcatraz to San Francisco without a wet suit. My daughter swims in organized triathlons such as the Sentinel Triathlon. I am a member of San Jose Cactii and Succulents Club, TiE, an entrepreneurial organization heavily involved in hi-tech, and local political clubs."

1966

Richard Vortmann, BS, see MBA 1968 notes.

1967

Darrell A. Smith, BS, of Stockton, Calif., writes, "Kitsy, BA 69, and I are very pleased to be an all-Cal family with our son, Todd Smith, entering Haas for his MBA in 2007. Our daughter, Kerri Smith, received her BA in English from Cal in 1988. Go Bears!"



Daniel Asera, BS 69, is a professor at the University of Nevada, Las Vegas.

1969

Daniel D. Asera, BS, president of the class of 1969 at UC Berkeley, is a professor of business at the University of Nevada, Las Vegas, and director of the Management Institute at Nevada State College. Dan is organizing the first Cal Alumni Club in Las Vegas which will be named, "Cal Spirit of Las Vegas." He volunteers as faculty adviser to Kappa Sigma Fraternity and to the UNLV Hockey Team. In the community, he is serving a two-year term as a member of the Regional Transportation Commission of Southern Nevada Advisory Committee. He looks forward to his trips to Berkeley to visit his family and friends in the Bay Area.

1970

Larry Fredlund, BS, of San Jose writes, "I recently retired from Hewlett-Packard after a 30-year career that took me from the warehouse to the keyboard. After more than 20 years in procurement and supply-chain management, I followed my technical interest into IT, where I found a home as a software support engineer, implementing and supporting SAP for controlling worldwide distribution of software to HP's customers. I'm maintaining my interest in music by playing trombone in two South Bay jazz bands and a couple of brass quintets, as well as the Cal Alumni Band. I anticipate rejoining the tech world over the next few months, as I don't feel old enough to really retire."

1972

Glenn E Carlson, BS, of Las Vegas writes, "I have less than five years until the end of my career as an international airline captain. My son is in his last year at SJSU and wants a career in aviation. My publishing company, WatoshPublishing.com is proceeding steadily. I wish the Internet was around when I graduated so I could keep up with my cellmates at Erhman Hall. I have remarried and have been happy for 16 years. We enjoy ballroom dancing, golf, and flying my little amphibious airplane. The last two years, I have flown all over the world. Europe and Asia will open one's eyes, and the 'flat earth' theory is not far off. It is time for Berkeley to once again educate our country of trouble ahead. Good luck to you all."



Glen Carlson, BS 72, has flown his amphibious plane all over the world.

1975

Karen Greenberg McConnell, BS, see MBA 1978 notes.

1978

John R. Mitchell III, BS, of Vancouver, Wash., writes, "I just celebrated my 16th year at Ingersoll-Rand. I am currently the western region residential sales manager for Schlage Lock. I am still very proud of my graduation from Cal and have a Haas School of Business license plate frame on

Alumni Notes

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my car (probably not good during football season with so many Oregon and Oregon State alumni in the area). Looking forward to spending New Year's watching the Bears in a bowl game."

1980

Louis F. Koo, BS, writes, "It's nice to see Cal's business school evolve into what it is today. I keep running into people who are graduates of Cal's business school even here in Hong Kong."

1983

Jeanne Castro Schmidt, BS, see MBA 1987 notes.

Dave R. Garr, BS, of Sunnyvale, Calif., writes, "I just proposed to my girlfriend using the Web: www.davelovesel-izabeth. (See the Mercury News for one writeup: http://www.mercurynews.com/mld/mercu-rynews/13079185.htm.) Thank you, Cal for teaching me computer and marketing skills."

1984

Paul W. Armstrong, BS, of San Francisco is self-employed at Earthwhile Endeavors Inc., doing product development and marketing in the pet industry. The company's brand, Earthbath, is a full line of biodegradable grooming products including shampoos, grooming wipes, spritzes, and shampoo bars. He writes, "We've grown from regional distribution in the Bay Area to national and international distribution. On a Cal note, we were a case study



Paul Armstrong, BS 84 with his wife, Donna, and son, Paul Jr.

for two awesome Haas MBAs for a semester, and they helped us strategize the development and introduction of our two best-selling products. On a personal note, I'm married to Donna Armstrong (duh!) and have an 18-month-old boy nicknamed William, but technically Paul Jr. We are expecting a little girl in January. Hobbies include strolling with my boy, real estate development, playing 'roots' music with two bands, The Mobile Home Boys (.com) and The Big Twang Theory (.com), snow skiing, and scuba diving."

Deborah Choate, BS, writes, "I have just begun a new job in Zurich as CFO of Esmertec AG, a provider of software solutions and technologies for mobile phones and embedded devices, which has recently gone public on the Swiss stock exchange. I will be keeping my home in Paris and living between the two cities."

1985

Brian Burns, BS, see MBA 1993 notes.

1986

Gary Lentz, BS, writes, "My family and I recently relocated to a brand new home in Santa Rosa (my hometown) from San Rafael to be closer to InfoStor, the offsite commercial records management company that I have been running for the past 2.5 years. Nicole and I have five children, four still at home: Courtney (17), Nick (16), Avery (7), and Katie (5). We are Golden Bear football season ticket holders. We are landscaping our backyard, including a pool! In addition to hard-copy records management, InfoStor is the North Bay leader in data vaulting (both electronic and tape), document shredding, and scanning. Go Bears!"

Bruce Robinson, BS, writes, "I recently relocated from South Orange, N.J., to Shanghai, China, to open Avenue Capital Group's Shanghai office. We are making direct investments in Chinese companies, primarily related to the financial services sector. I have been happily married to Teresa Robinson for 13 years and have three sons (9), (7), and (5). After spending almost nine years in investment banking (Salomon Brothers, Bancboston, Robertson Stephens, and Banc of America Securities), I am now enjoying life on the investment side of finance. If you find yourself in Shanghai, do not hesitate to contact me, brobinson@avenue-asia.com."

1988

Raymond D. Marshall, BS, of Piedmont, Calif., writes, "I started a company called NuMedia Concepts LLC a few years back, and I'm currently developing an online classified web site at www.southland.la. The site will target the Southland, which comprises Los Angeles, Orange, Ventura, San Bernardino, and Riverside counties. The web site is operating in the Dot-LA domain space, the official domain for the Los Angeles metropolitan area (visit www.www.la for additional information). About 200 Dot-LA city domains will be connected to the site. The site will include classified features such as announcements/events, personals, carpools, and dating, which, when combined with the various Dot-LA city domains, will create the potential for real online communities within the Southland. Feel free to send me your feedback at sales@southland.la."

Kevin Murray, BS, of Walnut Creek, Calif., writes, "Since Cal, I have followed a varied path from pubic accounting at Arthur Young (Ernst) to CFO in a manufacturing company, to an MBA at Notre Dame in 1993, then back home to begin an entrepreneurial career in real estate. My business is as a traditional realtor and mortgage broker serving Contra Costa and Alameda Counties, and I purchase and remodel homes for rental and resale. The former is an outgrowth of the latter, but is now my main business. I work in association with Kevin Clay, BS, 87, he in the West Bay and I in the East Bay. All this began when I bought a fixer-upper house during my undergrad years at Cal. I'm now involved in the leadership of the Berkeley Yacht Club, enjoy sailing and golf, and still get involved in some of the construction projects from time to time. You can contact me at kevinmurray@sbcglobal.net."

Alan D. Seigrist, BS, see MBA 1996 notes.



Timothy Wong, BS 89, his wife, Lynne, and kids go hiking in Colorado.

1989

Timothy S. Wong, BS, writes, "Our family recently moved to Vail, Colo., to serve the Rocky Mountain community through a pre-kindergarten through eighth-grade school, The Vail Academy. Although this is a slight departure from working as a principal for a junior and senior high school, my position as executive administrator provides many new challenges and opportunities to have an impact on our future generation! My wife, Lynne, and children, Rachel (9), Micaiah (7), and Caleb (5), are all loving the exciting life in the Rockies and marveling at the beauty of God's creation. We hike, bike, and will soon be skiing and snowboarding together!"

Marci B. Zaroff, BS, is the founder and CEO of Under the Canopy, a leading brand of modern organic fashion and home products, now available from major specialty stores and catalogs to Whole Foods Market. She lives in Boca Raton, Fla., and is the proud mother of daughter, Jade (9), and son, Mason (7).

1990

Kirk Crenshaw, BS, of San Francisco joined Next Stage Consulting in January as vice president of business development. He writes, "After feeling the pain of optimizing lead-generation operations at a variety of startups, I decided to join Next Stage to help companies with the issues that I faced in the past. I hope to save companies pain, specifically around vendor selection and management, program mix, spend, and achievement of revenue goals. Specifically focused in the complex sell/B2B space, Next Stage provides dedicated

demand generation resources to help companies develop, plan, and implement a high-quality, lead-generated operation. (www.nextstageconsulting.com)"

Dennis De Andre, BS, writes, "Somehow I ended up in Palo Alto – enemy territory. Let me know if anyone wants to grab a beer in Palo Alto and make people take off their red shirts. I am married now with three little ones. I am the chairman of a company called LoopNet that I started 10 years ago. It's a commercial real estate exchange. For the past year, I have also been running a company called BizBuySell that I acquired in partnership with LoopNet. BizBuySell is a 9-year-old exchange for businesses for sale."

1992

Kristin O'Leary, BS, of Los Gatos, Calif., writes, "My husband, Rich, and I just celebrated our anniversary at Kapalua Bay in Maui, where we were married. I left HP earlier in 2005 after many years there in corporate financial planning and reporting. I am pursuing my CFP to become a personal financial planner and am also volunteering for various charitable organizations. I'm continuing to play the banjo with my 40-person banjo band! My husband, Rich (Cal class of 1988), works as an anesthesiologist at several local hospitals and serves as the director at a surgery center. We enjoy biking and traveling together."

Patrick Poon, BS, writes, "I recently started the MBA program at Hitotsubashi University's Graduate School of International Corporate Strategy in Tokyo, Japan. I am learning from two illustrious Cal alums, Hirotaka Takeuchi, MBA 71, PhD 77, and Ikujiro Nonaka, MBA 68, PhD 72, authors of The Knowledge Creating Company."

1995

Paul P. Huang, BS, of San Francisco co-founded his third company, Pendulum Software, which provides leading-edge technology solutions for the life sciences industry. Previously, he successfully exited a healthcare software company and raised over $5 million.

1996

Jasprit Sandhu, BS, 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 kid in March. We are living in Newark, Calif. Go Bears!"

Cindy Y. Wong, BS, of New York and Brian Zarahn were married Labor Day weekend at Thomas Fogarty Winery & Vineyards in Woodside, Calif.

1997

Julie D. Bell, BS, of San Francisco writes, "Career wise things are going great. After many years with Bain & Company, I recently left to join JH Partners, a private-equity fund specializing in the consumer and retail spaces. Life wise, things are also well. Chris and I are wrapping up a significant remodel of our house in Rockridge, and enjoying settling into a life without dust and power tools everywhere."



Kristin Leary, BS 92, and her husband, Rich, on Maui.

Sanjog Sikand, BS, writes, "Since graduating from Haas, I worked for a couple of years with Ernst and Young with the information systems advisory group, followed by a four-year tenure as an international product manager with Ariba. I currently reside in Fremont, Calif., and work in international product marketing at eBay. Personally life has changed much as well. I was married in 2002 and was blessed with a beautiful baby four months ago. Still do reminisce about my days at Haas and the International House. Good times, good times."

1998

Alice G. Chen, BS, became engaged to Alan Lee April 8. She works as a senior marketing manager at American Express. She is also a 2004 graduate of the Johnson School of Management at Cornell University. Alan is a vice president of business development at Citigroup Asset Management. The two met in New York where they currently live.

Travis Darrow, BA 98 (political science), writes, "After spending my first week in Asia on

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a resort, I'm now working in Hong Kong full time. A boat cruise for National Day here and a great time at a friend's wedding in Singapore last weekend. Work? Good. IPOs, ADR, and 144A market heating up."

Dan T. Hua, BS, writes, "I am now happily married to the love of my life, Cora Lee (also a Berkeley Alum). We met after Cal in 2000 and got married last year in 2004. Currently finishing up my MBA at UCLA and looking for a new position in private-equity/venture capital funds. Go Bears!"

Pratima Sethi, BS, writes, "I joined the family business in diamonds and fine jewelry to bring fresh ideas and take a successful business to the next level. I'm responsible for the branding of our fine jewelry line, Manak Couture Collection. The collection consists of earrings, rings, necklaces, and pendants in natural color diamonds. Celebrities such as Nicole Richie, Samantha Harris, and Traci Bingham have been photographed wearing these pieces at the recent Emmy's. Along with a career shift from IT consulting to the jewelry industry, I recently purchased a home in Redwood City. It's been a busy but fun year!"

1999

Chuck Gatchell, BS, writes, "I hope all is well with everyone. Melissa (BA, biology, 99) and I were married on Sept. 1, 2000. We had our son, Nate, Aug. 1, 2005 (visit www.babygatchell.com for pictures). After spending over four years at Ernst & Young (corporate finance, Los Angeles), and after a couple of graduate degrees (accounting, Virginia; public policy, UCLA), I've landed at Nike Inc., where I work on social/environmental reporting and strategic planning in the corporate responsibility group. Melissa is working on her doctorate in public health at UCLA. E-mail me at chuckgatchell@yahoo.com anytime, and Go Bears!"

After receiving his MBA from the Wharton School at The University of Pennsylvania, **Yan Gelman, BS,** is back in the Bay Area. He accepted a controller position at Jumpstart Automotive Media, a local automotive marketing firm. He recently purchased a condo in San Francisco's Diamond Heights neighborhood, so he is here to stay.

Lee A. Thysell, BS, of Fremont, Calif., has been with IBM for six years and is still enjoying it. He left finance in March 2004 and is in business controls.

2000

Akiva Balfour, BS, writes, "After five years, I'm still trading index options for the same firm. In addition to work, I'm 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."

Sara L. Cherlin, BS, writes, "I have just begun my new career in consumer goods marketing at Procter & Gamble in Cincinnati. I love my job branding hair care products! I moved to Cincinnati shortly after graduating from Haas in June and then taking a five-week vacation in China, Tibet, Nepal, and Japan (traveling with and running into Cal friends Jennie Tung, Charlotte Lee, and Michael Chiu). I look forward to moving into my new condo soon and continue to explore Cincy and the greater Midwest."

Will Edmonson, BS, of Alexandria, La., writes, "After graduating from New York University School of Law in May, I am currently working as a law clerk for Judge F.A. Little Jr. of the US District Court for the Western District of Louisiana. I am also on a quest to see each major league baseball team play at home – 18 down, 12 to go."

Daniel Phung, BS, is in the second year of his MBA at MIT Sloan. Highlights from his first year include organizing a leadership expedition up Mt. Kilimanjaro and an entrepreneurship conference in Abu Dhabi, UAE.

2001

Joe Spector, BS, writes, "After several years at JPMorgan's New York office, I decided to head to Wharton for my MBA. Although there are plenty of Cal and Stanford alumni out here to remind me of home, I still miss California and hope to be back in the Bay Area soon pursuing a career in real estate."

2002

Sidharth R Anand, BS, writes, "I am finishing my second year in the MD/MBA program at the USC School of Medicine. I am a Cal fan at heart, but these Trojans keep tempting me, so if there are any Cal fans in LA, contact me at sratrade@hotmail.com. As for my other activities, I recently organized a celebrity poker tournament fundraiser with Johnny Chan, raising over $10,000 for the Hurricane Katrina Victims. I am also just about to launch a healthcare technology consulting group, HealthTech Medical Management Solutions, so if there are any interested entrepreneurs out there, let me know!"

Jacqueline Leão, BS, of San Francisco writes, "Oi Haas Community from Brasil! I am unemployed at the moment, and looking for opportunities in the biotech sector in the area of business development and operations. My e-mail is jacqueline_leao@haasalum.berkeley.edu and you can see my profile at linkedIn.com. I wish you all success! Felicidades!"

Joanne Liu, BS, of San Francisco writes, "I've started JiveSF, a local nonprofit involving young professionals. Please check out www.jivesf.com! We'd love to see Cal alumni at our events and activities!"

Dane Suenaga, BS, writes, "Ohisashiburi! That means 'Long time no see' in Japanese. After graduating I immediately went to Japan to teach English for three years. I lived in a town of about 5,000 people. I spent my free time planting and harvesting rice and learning tea ceremony. My friends consisted of 70- to 80-year-old grandmas and grandpas, and I knew every kid in the supermarket. The experience taught me a lot about life and myself. I was able to travel through Japan in my $83 car and spend endless weekends surfing deserted beaches and camping under the stars. I returned to 'civilization' (aka the states) about two months ago and now am getting ready to work for KPMG in Los Angeles. I learned to cherish time. Time is a gift, that is why we call it 'present.'"

2003

Sara Araghi, BS, and **Reza Afkhami, MBA 03,** write, "We are pleased to announce our engagement this past summer. We did indeed meet at Haas! As it turned out, we had a lot more in common than a choice of school! We always enjoy hearing from old friends, so please drop us a line if we have not had a chance to catch up in a long time. We both live in San Francisco's Noe Valley and work on the peninsula. Cheers!"



Sara Araghi, BS 03, and Reza Khami, MBA 03, met at Haas and are now engaged.

Brian Cason, BS, writes, "I am spending my days in Manhattan working for a real estate investment firm named DRA Advisors where I get to play with OPM (other people's money). On the side I take dancing lessons, perfect my table manners, and long for greenery. I remember a simpler time when I was a wide-eyed puppy of sorts, shaping my soul at Haas. While the days are hurried and the nights long and oozing with enthusiasm, I mostly find myself a spectator in this foreign land of decadence. A quote comes to mind, first spoken by Jack Kerouac, which once inspired an invaluable personal revelation, 'If you own a rug, you own too much.'"

Romita Jerath, BS, has been working at the Boeing Co. as a business analyst for the past year-and-a-half.

Kyoko (Kinoshita) Bischof, BS, and Otto Bischof, BA 87 (physics), had a beautiful son, Alexander Sky Bischof, Sept. 1 in Kaiser Hospital, Oakland. She writes, "This great news was announced to parents' relatives and best friends who live in Japan, Germany, Wisconsin, Philadelphia, Washington, DC, Minnesota, and so on. Alexander Sky is the star who shines on all of us!"

After working in consulting at Deloitte for two years, **David A. Miskie, BS,** of San Francisco recently took the position as the senior financial analyst at Peet's Coffee & Tea at its corporate headquarters in Emeryville, Calif.

2005

Varun Paul, BS, of San Francisco writes, "Hello all, hope life is going well. I am working on two startups, one for an online rental service and another in Hollywood for the movie industry. Both projects are getting attention and I'd like to hear from fellow grads who'd like to get in on the action. When not running around and seeking capital, I'm interviewing and currently posted at the University of California, Office of the President. Take Care! varun22@yahoo.com".

MBA

1948

Peter A. Firmin, MBA, is in his third career at the University of Denver as director of development, School of Accountancy. He will retire in 2006. He earned his Ph.D. in 1957 from the University of Michigan and has served as dean of the Tulane University Graduate School of Business, vice president of Corporate Finance Associates in Denver, president of M & A International in Denver, and in several positions at the University of Denver, including interim director of the School of Accountancy and dean of the College of Commerce and Business Administration.

1962

Robert A. Lutz, MBA, and **Donald R. Fraser, MBA,** were both flying with VMA 133, a Marine Reserve Jet Attack Squadron at Alameda NAS when they graduated. They write, "We were flying the A4 Skyhawk during this time."

Bob went off to Europe in the automobile business where he stayed his entire career, working for General Motors, BMW, Ford, Chrysler, and most recently back to General Motors as vice chairman, product development. Soon after graduation Don founded two companies, Aviva Enterprises and Inetics Inc. Both of these companies were involved in the licensing and merchandising of products around the world associated with the Peanuts characters. Don is now working with the Charles M. Schulz Museum in Santa Rosa, Calif., and has created an oral history department for the museum. In May 2005, at the invitation of Bob, Don flew back to Ann Arbor, Mich., for a flying reunion. It had been 43 years since we had flown together and the total of our ages now comes to 144 years! We spent a long weekend flying Bob's two military jet trainers, one a Russian L-39 and the other a European Alpha Jet."



Donald Fraser and Robert Lutz, both MBA 62, flew jets last summer in Michigan.

1963

Peter Green, MBA, and **Rosemary Green, BA 59,** celebrated their family reunion at Cape Cod this August. Twelve grandchildren and 12 parents spent the week at the beach in Chatham. The Greens are enjoying retirement in Waterford, Conn.



Harley Smith

1964

Harley Smith, MBA, was one of two people inducted into the Oregon State University's College of Business Hall of Fame for 2005. This award honors Oregon State alums who have made sustained and meritorious business contributions throughout their careers. Harley received his undergraduate degree from Oregon State in 1959. Harley has been an investor since he received his MBA degree from Berkeley and is a past chair of OSU's College of Business Advisory Council. He is a trustee of the OSU Foundation, member of the Council of Regents, and chair of the class of 1959's Golden Jubilee Fund. Harley and his wife, Brigitte, have funded an annual Lifetime Financial Planning Contest at OSU, which is now going into its eighth year."

1966

Charles Leo, BS 64, MBA 66, see Ph.D. 1973 notes.

1968

Richard Vortmann, MBA, is stepping down after 22 years as president of National Steel and Shipbuilding Co. in San Diego, a $1 billion revenue subsidiary of General Dynamics since 1998. He will continue to serve as chairman of the board but will relinquish day-to-day management responsibilities. Dick also serves as vice chair of Scripps Health a five-campus, 1,300-bed hospital group in San Diego, is a member of the National Academies of Science Marine Board and of various civic boards in San Diego. After a 30-year career with National Steel and Shipbuilding, which included a management LBO and 10 years of operation as an independent, employee-owned company, Dick is now looking forward to consulting activities, and assisting other companies at the board level.

1969

Wallace Lowry, MBA, is a CPA who has worked as a business manager in private industry and was a professor emeritus at Sonoma State University. A retired US Navy captain, he served many years in the US Navy Reserves. He was elected to Santa Rosa Schools Board of Education in 2002 and has served as an officer or board member of many community organizations, including Luther Burbank Center for the Arts, Sonoma County Family YMCA, Sonoma County Navy League, city of Santa Rosa Housing Authority, city of Santa Rosa Redevelopment Agency, and Empire Breakfast Club. He and his wife recently celebrated their 50th wedding anniversary. They have two daughters. One is a CPA, and the other is a doctor.

1970

William Halal, MBA, see Ph.D. 1971 notes.

Bob Klein, MBA, writes, "Yes, there is life after 29 years with AT&T! With the help of a few equally dedicated dreamers, I own and operate a private railroad car for charter out of Oakland to any destination on the AMTRAK system. (We took a group of alums to the Cal-Utah game in Salt Lake City two seasons ago). Come visit at www.silveriris.net for the whole story."

Gary W. Matkin, MBA has been reappointed as dean of continuing education at the University of California, Irvine. He is responsible for all aspects of UC Irvine's continuing education initiatives, including UCI Extension, the Distance Learning Center (DLC) and Summer Session. He is a certified public accountant and the author of Effective Budgeting in Continuing Education (1985), Technology Transfer and the University (1990), and Using Financial Information in Continuing Education: Accepted Methods and New Approaches (1997). He resides in Irvine, Calif., with his wife, Maya, and their son, Ethan.

1971

Kenneth Golden, MBA, of Northborough, Mass, writes that his oldest daughter, Kelley, recently graduated from the University of Tennessee with a BS in retail management and received the dean's award for most outstanding student leader. He's now college-shopping for his younger daughter, Dana. Ken is president of QBS Consulting, Inc., a software management consulting firm specializing in assessment, business process and project management work for the manufacturing, procurement, and supply chain industry.

Cooling Springs Farm, the ancestral home of **Pete Michael, MBA,** was recently featured in a segment of Home and Garden Television's "If Walls Could Talk" program. The farm was founded by his family in 1768, and has been listed on the Maryland Inventory of Historic Places and two national registers and named a Frederick County, Md., landmark. Cooling Springs also will be featured soon in *Southern Living*, the South's equivalent of Sunset magazine. Since Pete and his wife, Vicki, made Cooling Springs Farm open to the public for tours and study, nearly 400 people have toured the farm, including the descendants of Underground Railroad freedom seekers who were sheltered at the farm in 1855. Haas alumni visiting the area, which is 45 miles west of Washington, DC, are welcome to drop by. Call 301.874.0235 or visit CoolingSprings.org.

Max Oliva, MBA, is a Jesuit priest from California working in the business community in Calgary, Alberta, Canada in a ministry called, "Spirituality at Work." An article about the ministry, including its "Commuter Retreat" for busy business people, can be found at www.businessedge.ca.

Alumni Notes

Save the Date
Haas Reunion Weekend April 29-30, 2006
Including special class features for MBA Classes of 2001, 1996, 1991, 1986, and 1981



Bonnie Parks, MBA 71

Bonnie L. Parks, MBA, of Sacramento was named director of government relations and public affairs for the California Commission on Teacher Credentialing. She has served as a management consultant and senior executive in both the private and public sectors for over 25 years, and most recently served as the executive director of the Senior Worker Advocate Office of the California Employment Development Department. She has previously held such diverse positions as chief deputy director of the Department of Fair Employment and Housing, senior consultant for the Pacific Gas and Electric Company, and senior consultant for the California Assembly Revenue and Taxation Committee. She served on the board of the UC Berkeley Alumni Association for three years and on the board of the Cal Sacramento Alumni Association for 10 years.

1972

Knute "Mike" Miller, MBA, was recently appointed by Gov. Arnold Schwarzenegger to the Board of Pilot Commissioners for the bays of San Francisco, San Pablo and Suisun. The board licenses and oversees the operations of the San Francisco Bay Pilots, master mariners who guide ocean-going ships and other vessels into, out of, and around San Francisco Bay, and as far inland as Sacramento and Stockton. Commissioner Miller's term is for four years and is subject to confirmation by the California State Senate. Mike lives in San Francisco with his wife, Ginna Dean, and is affiliated with Government Strategies Inc., a Sacramento-based advocacy and government-affairs consulting firm.

Bill Sherman, MBA, writes, "After graduation, with what I think was the first JD/MBA at Berkeley, I began law practice with then-Pillsbury, Madison & Sutro in San Francisco and then moved 'across the street' to Morrison & Foerster in Palo Alto in 87. I have been a securities lawyer doing over 250 public offerings. My Berkeley MBA has always put me in good stead in the practice of law because, unlike a lot of lawyers, I am not 'afraid' of financial statements or financial analyses. For over 25 years I have been trying to give back by lecturing in the Haas MBA program on legal issues business people face in their careers. "

1973

Peter Liebowitz, MBA, of Castro Valley, Calif., writes, "After 30 years playing in high-tech, taking one firm public, helping sell a second, shutting down a third, and generally being ready for a change, I have accepted positions as a professor in the business schools at the University of San Francisco and Holy Names University. Great adult and undergraduate students, and it is quite rewarding getting to use actual experiences as the class case studies. I am also helping run a boutique auto dealership to supply family, friends, and business associates with wholesale vehicles. Cal is my No.1 client, in fact! I'm teaching 'Leading Change in Organizations,' 'Survey of Global Business,' and 'Fundamentals of Marketing.' Three great kids, four spectacular grandchildren, a marriage of 39 years (got hitched very young!) and I traded in the 'Silicon Valley Ride' for an old Volvo Cross-Country. The unexpected changes life throws at each of us can be good. Mine have been. See you in the classroom."

1974

Jay Gladieux, MBA, of Cary, N.C., joined Smith Breeden Associates in 2003 as a principal after 15 years at Morgan Stanley, including three years in Tokyo, and six years at J.P. Morgan Investment Management. He writes, "Smith Breeden is a private, employee-owned, research-driven, academically rooted, institutional investment management firm headquartered in Chapel Hill, N.C. founded by Doug Breeden, currently the dean of the Fuqua School of Business at Duke University. Part of my responsibilities include oversight of our business in Japan, which represents a significant share of our assets. Many thanks to Mark Rubinstein, who helped me build my base in finance. It has been an interesting road since Finance 101 in 1972! And to the whole Haas team – the value trade of a lifetime! My wife, Marlyn, daughter, Amanda (18), and son, Clayton (15), are now converted Southerners, greatly enjoying our life in North Carolina after 15 years of living in New Canaan, Conn. I'd be interested in hearing from Haas alumni with the combination of strong finance and client/marketing backgrounds, particularly Japanese nationals or those with deep Japan experience. jgladieux@smithbreeden.com."

1977

Stewart E. Chang, MBA, of Richmond, Calif., serves on the board of directors and is the chairman of the Development Committee of the Wesley Foundation at the University of California at Berkeley. Located on the corner of Bancroft and Dana, the Wesley Center provides a ministry outreach to the Cal campus and plans to build faith-based student housing to house more than 40 students. He writes, "We are always looking for board members and contributors." ChangStewart@Yahoo.com.

Dennis Covington, MBA, of San Rafael, Calif., continues to manage Ohana Advisors, the multi-family wealth management practice he founded in 1993. The practice handles all aspects of investment, estate, and tax planning. With an emphasis on private investing, he is also chairman of iMedica Corp., an electronic medical records company and PartsRiver, a fleet management software company, and an advisor to KRh Thermal, an automated hot food company, and Wireless Generation, the leader in putting technology into the hands of teachers.

Gordon Gregory, MBA, chairman and managing director of Mosaic Capital LLC and



Jay Gladieux, MBA 74, joined Breeden Associates in 2003

Mosaic Capital Securities LLC - member NASD/SIPC, is pleased to announce the expansion of its M&A and corporate finance business. The expansion includes the opening of a second office, and the addition of three senior managing directors and two vice presidents. Mosaic Capital is headquartered in Los Angeles and is a member of IMAP, the leading international network of independent merger and acquisition partners, with 60 partner firms operating in 98 cities and 24 countries. IMAP partners complete in excess of 200 middle-market transactions per year.

1978

Jerry Butzer, MBA, writes, "Just returned to California and 'home' to the San Francisco Bay Area weeks ago. I acquire large-scale land, projects-in-progress, and financially distressed projects on behalf of developers and private-equity partnerships for further development or turnaround for sale. A private-investor fund is being organized for acquisitions of major projects. May go to China, on behalf of large Hong Kong home builders, by the summer of 2006, to help fill the demand for 400 million single-family units over the next 10 years. jerrybutzer@aol.com "

Karen Greenberg McConnell, MBA, writes, "After exiting the world of investment banking (Morgan Stanley), having three children (in 18 months!) and becoming a full-time mother, I have now (since 1994) started a real estate business. Aside from running my own portfolio, I seek investors for a number of developments in the Dallas/Fort Worth area. My husband, kids, and I lived in London until 1998 when we moved to Frankfurt. We threw the kids into the German school system, which was quite a shock as none of them spoke German. However, they are now all bilingual. We have returned to London now so as to complete my children's education in English. I try to keep up with old friends at Cal. I also sit on the International House Board (I lived there during grad school), which allows me to go back to Cal to visit."

Azmat Malik, MBA, of Lahore, Pakistan, writes, "I have been teaching in the MBA program at the Lahore University of Management Sciences for about a year now. A very interesting change for the high-tech, semiconductor world where I spent the last 32 years of my life. I am enjoying connecting with some past professors and some current faculty at Haas, exchanging teaching and research ideas. The earthquake in northern Pakistan-Kashmir Oct. 8 has allowed the citizens to demonstrate their true compassion and heroism. There is now an excess of volunteers and donated goods that may have to be directed toward other needs."

1980

David B. Katague, MBA, formerly chemistry team leader for the Food and Drug Administration, writes, "My wife and I retired in Fair Oaks, Calif., a suburb of Sacramento, to be near our grandchildren. We are currently involved with Medical Missions to the Philippines through our organization, Marinduque International Inc. Our next mission – No. 4 – is scheduled for Feb. 5 to 11. We are looking for volunteers, doctors, nurses, pharmacists, and support personnel. MI Inc. will provide food and lodging and transportation in Marinduque, but you will have to purchase your own round-trip ticket to Manila. There is a $200 registration fee to help purchase drugs, medical supplies, and other incidental expenses. If you are interested, send me an e-mail at tagajaro@comcast.net. Details about the mission could be found in our Web site, www.marinduqueinternational.org."

John-Paul Leonard, MBA, of Joshua Tree, Calif. writes, "Since 2001 I have been a book publisher, with a niche exposing 9/11 as a false-flag psy-op (jargon for a conspiracy inside our own government to fabricate a war pretext). My latest project is www.PeaceWeek.net."

1982

Jose Serra-Vega, MBA, of Huaraz, Peru, began working in November for Antamina, the biggest copper mine in Peru. He writes, "I am in charge of the development projects for the urban and rural communities in the mine's area of influence. The mine is at an altitude of 16,000 feet and its area of influence goes over 16 districts for 150 miles along a sludge ore pipeline, all the way to the Pacific Ocean to a private port. Typical projects are drinking water, sanitation, agricultural development, education, and training. Conflicts between mining companies and the surrounding communities are increasing in Peru, sometimes becoming violent, as the awareness about the potential negative impacts of huge mining developments on the environment and the social fabric is rising."

1983

Enrico Hernandez, MBA, of San Francisco serves as the director of finance at Immaculate Conception Academy, an all-women's Catholic high school in San Francisco. He is also a member of the board of directors at Bishop O'Dowd High School in Oakland, Calif., and an adjunct professor at the University of San Francisco's School of Education. He writes, "I enjoy applying the skills I acquired at Haas in my daily work; even after 22 years!"

David R. Posegate, MBA, who is also a Boalt Hall graduate (1980), writes, "My career has spanned four years as a lawyer, nine as general counsel and eight as a C-level executive, with more than 20 years (with major overlap) as an internal consultant to businesses public and private. I became an independent consultant a little over two years ago. I recently completed the Consultancy Business Development Program offered by the Institute for Independent Business (www.iibamericas.org) to select business executives, typically CEOs and successful entrepreneurs. Upon successful completion of the IIB five-day 'boot camp,' I was accredited as an Executive Associate by the IIB. My wife and I live in the Phoenix, Ariz., metropolitan area. I welcome contact from classmates and all Haas Alums at daveposegate@iib.ws, personal e-mail: d.posegate@hotmail.com."

1984

Peggy Bush, MBA, has an active elder abuse and general-business law practice, arbitrates and mediates business disputes, does some personal coaching, and is executive director of a non-profit providing direct services to

The Haas Network in the News

Paul Otellini, MBA 74, chief executive officer and president of Intel, was featured in both the *Wall Street Journal* and *BusinessWeek* on December 30 in articles about the overhaul of Intel. Otellini's plan is to organize Intel around end user products instead of processors.

Scott Adams, MBA 86, creator of Dilbert, was quoted in the December 25 issue of *Editor & Publisher* in an article titled, "Pundits Find Freedom, and Audiences Through Blogs." Adams commented on the freedom he feels writing a blog without having to worry about creating content that will fit the format and guidelines of a comic strip.

Dawna Stone, BS 90, made it through all the challenges thrown at her last fall on the television show, "The Apprentice: Martha Stewart" and was named to a 12-month position at Martha Stewart Living Omnimedia's magazine *Body + Soul*.

Priya Haji, MBA 04; Siddharth Sanghvi, MBA 03; and David Guendelman, MBA 06, the management team of World of Good, which won the Global Social Venture Competition in 2005, were featured in a *Time* magazine article on December 19 titled, "Meet the Hard-Nosed Do-Gooders."

The Duckhorn Wine Company, founded by **Margaret and Dan Duckhorn, BS 60, MBA 62,** was named winemaker of the year by the *San Francisco Chronicle* in an article titled, "Winemaker of the Year Duckhorn Takes Wing" on December 8.

Paul Merage, BS 66, was quoted in the *New York Times* on November 16 in an article titled, "Problem: Good Jobs are Scarce. Solution: Become Your Own Boss." Merage, creator of the snack food, Hot Pockets, commented that he endowed the UC Irvine business school, in part, because the new curriculum will stress innovation and entrepreneurship.

Barbara Desoer, MBA 77, Chief Technology Service &Fulfillment Officer for Bank of America, made *Fortune's* "50 Most Powerful Women List," published on November 14. At #47, she was cited for being responsible for every transaction between Bank of America and its 33 million customers.

James Hong, MBA 99, was featured in the *New York Times Magazine* on November 14 in an article on his new website 10over100.org. See the profile of Hong on page 14.

Bengt Baron, BS 85, MBA 88, chief executive of V&S group, the Swedish state-owned producer of Absolut vodka, commented on the plans for growth for V&S in a *Financial Times* article on November 12.

The clothing of Tarsian & Blinkley, founded by **Sarah Takesh, MBA 03,** was featured in the October 2005 issue of *O*, Oprah Winfrey's magazine.

Haas School Advisory Board member **Ta-lin Hsu, Ph.D. 72 (EECS),** founder and chairman of H&Q Asia Pacific, was quoted in the *Wall Street Journal* on September 6 in an article about H&Q Asia Pacific partnering with private equity firms looking to expand into Asia.

Alumni Notes

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

Chapter News

Los Angeles Chapter Wins Haas Alumni Network Chapter of the Year



The Chapter of the year award was presented to the Los Angeles Chapter for exceeding expectations for the delivery 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 programming 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, BS 40, and Mollie Arnold, were also honored at the Haas Gala in 2005 with Raymond E. Miles Service Award for their years of service to the Haas 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 1988, he and his wife pledged an endowed chair in business administration. Ed is also a founding member of the Haaski Open Golf Tournament Planning Committee.

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

critically ill people. She writes, "I'm raising $2 million to keep alive an Oakland nonprofit. We care for the most vulnerable people in our community. We are the last, and sometimes the best, stop in the road. Our clients are from every walk of life. They bring a range of cultures, classes, beliefs. We hope that the community will help our agency survive. We need to find new space in Oakland/Berkeley. Looking for someone who wants a legacy. One year of food for someone who is dying and hungry is less than the cost of one day in a hospital. 510.325-1493 (cell)"

Kenneth L. Myers, MBA, of San Ramon, Calif., was married in 1997 to a wonderful woman with a passion for fine wine, Kathleen Ann Brice. He adopted her interest in wine, and has recently combined his love for wine with his passion for small business. Ken is now the CFO and controller at Crushpad Inc., a boutique winery in San Francisco. Crushpad helps wine lovers produce their own small-lot, premium wines in the style they choose and with their own unique branding. The company contracts with dedicated, obsessive growers to provide their customers with a wide choice of varietals from premium California vineyards. Crushpad winemakers then support the customers in every step of the winemaking process. Ken encourages old friends and Cal Alums with an interest in wine to contact him at Ken@crushpadwine.com.

1985

Mike Gallivan, MBA, is an associate professor at Georgia State University in Atlanta, where he teaches courses in e-commerce strategy and the management of information technology. He received tenure earlier this year, after six years on the faculty at Georgia State, and three prior years at New York University. He received his Ph.D. in 1997 from MIT Sloan School of Management. Although content in Atlanta, he misses California and both he and partner, Doug Rice, dream of retiring in the Golden State."

Stephen P. Miller, MBA, of Palos Verdes, Calif., writes, "I recently joined Citizen Watch Company of America as the vice president, finance and systems. The company is the subsidiary of Citizen Watch Co. Ltd., of Japan. Citizen of America also has responsibility for Canada and the United Kingdom."

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Paul R. De Muro, MBA, partner at Latham & 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 Conference and on the SOC Working Group on International Outreach.

Michael J. Smith, MBA, of New York writes, "I'm still working at the Food Network and was recently promoted to senior vice president, marketing and creative services, responsible for brand strategy and creative direction of all marketing and promotions for the channel."

Pascale M. Weber, MBA, is a sell-side analyst at KBC Securities in Brussels, Belgium. He is single and enjoying friendships around the world. He writes, "Would love to get in touch with other MBA 86 my e-mail address is pascale.weber@telenet.be".

1987

Ken Bozzini, MBA, of Lafayette, Calif., recently celebrated his one-year anniversary as CFO of WildPackets Inc. As the first CFO for this self-funded private software company with 15 years of customer success and over 100 employees, Ken is excited to be a partner to the founders and motivated stakeholder base. On a personal front, he and his wife, Kit, are enjoying the trials and tribulations of raising and carpooling their eight kids.

Eric H. Larson, MBA, is serving in a government appointment as chief risk officer for the federal electric utility, Bonneville Power. He and his family have made their home in the Denver area after several years in Texas and Louisiana.

Bill Martello, MBA, writes, "After working in Silicon Valley for several years, I decided to get a Ph.D. Why? Quite simply, to try to be in a position to help business practitioners, current and future, to think about issues with a broad liberal- arts perspective before acting upon them. Received my Ph.D. in business from the University of Pittsburgh (my birth town) and have subsequently taught in Calgary, Canada; Los Angeles (at two schools and in several functions); and am currently in Austin at St. Edward's University, the city's primary liberal-arts institution. My wife, Dolores, and I just celebrated our 20th anniversary and we have one child in college (daughter at Swarthmore) and one high school senior preparing to go (our son, to who-knows-where). Feel free to contact me at williamm@admin.stedwards.edu."

Jeanne Castro Schmidt, MBA, of Pleasanton, Calif., writes, "After graduating from Berkeley, I worked in commercial and corporate lending and then as the assistant treasurer for a San Francisco-based company. In 1995 I started a treasury/corporate finance consulting firm, Treasury Management Solutions, based in the San Francisco Bay Area. We continue to grow and 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. Schmidt, Jr., father, Manuel Castro, and sisters-in-law Barbara Schmidt and Jennifer Youstra are also Cal alumni.) Our family enjoys exciting white-water rafting adventures. We own our own boats and equipment and recently returned from a summer trip on the Selway River in Idaho. The best part of a rafting vacation is that the cell phones don't usually work on the river!"

1988

Ross T. Ellis, MBA, writes, "I am still working at SEI Investments in a suburb of Philadelphia, in charge of about 20 folks involved in providing back-office fund administration services to money manager clients, typically those with hedge, private-equity and mutual-fund offerings. Previously my travels took me overseas once a quarter, but my wanderlust apparently is being satisfied by trips to New York or Washington, DC! My sports activities have taken a break, as I have been recovering from rotator cuff surgery on left shoulder. Coming a few years after torn discs in my lower back, my early 40s have not been kind to me from a sports perspective! My wife, Johanna, continues to work at Valley Forge Elementary School and configured her hours to fit in between our son's leaving for school and his arrival back home. She continues to be an avid runner. Our son, Duncan (7) is in second grade. Active in soccer and karate, he is also an avid artist, drawing/building anything at any time, sometimes unfortunately on walls, tabletops, or other places adults generally frown upon! Pretty soon he will be as tall as his mother, and life will change dramatically."

Renee A. Hardy, MBA, of Alameda, Calif., writes, Since graduate school, I gained 10 years marketing management experience in the high-tech, retail, and nonprofit arenas. Six years ago, I leveraged my alumni and professional network and started an executive search firm, Armstrong Joiner LLC. We help clients recruit and retain top finance talent quickly and cost effectively. Up to 10 percent of our profits are donated to charity. My husband of 20 years is of great support to me in life and business. I'd love to stay in touch. Visit our web site or write me at rhardy@armstrongjoiner.com."

Betty Kaufman, MBA, of Mountain View, Calif., writes, "After nearly 20 years in high-tech marketing, I started my own business as an independent wine consultant with WineShop at Home and am now leading in-home and in-office wine tastings. As a longtime wine enthusiast, I'm excited to share my interest in wine with others and to work in an industry that truly brings enjoyment to people. Cheers and Go Bears! www.wineshopathome.com/bettykaufman"

Kevin Renner, MBA, of Portland, Ore., joined FEI Co. as global marketing manager for its nanoelectronics division. FEI is a market-leading developer of transmission electron microscopes and scanning electron microscopes used in the production of semiconductors, data storage devices, and biotechnology, among other applications. Based near Portland, Ore., the company has major operations in Holland, as well as sales and service offices in 40 countries. In his spare time, Kevin ponders how an estimated total cost of $1.2 trillion for the Iraq war could have been used to fight: 1. hunger 2. global warming 3. the spiraling of the US into 22nd globally in public K-12 education 4. the crisis of 48 million Americans who are medically uninsured and 5. even the real war on terror."



Ross Ellis, MBA 88, and his wife, Johanna.

1990

Merador LLC, a business intelligence consulting firm founded by **Greg Herrera, MBA 90; Gary Frings, MBA 90;** and **Michael Bloch, MBA 90;** along with Harvard MBA John Peterson was recently named the 16th fastest growing company in the Bay Area by the San Francisco Business Times. Haas MBAs **Ken O'Boyle, MBA 90,** and **Joe del Callar, MBA 01,** are also key members of the talented team.



The founders of Merador, LLC, John Peterson, Harvard MBA; Gary Frings, MBA 90; Michael Bloch, MBA 90; and Greg Herrera, MBA 90 (left to right); accept an award from the San Francisco Business Times as one of the Top 100 Fastest Growing Companies in the Bay Area.

Stephen Chan, MBA, of Sunnyvale and Ajit Patankar, another UC Berkeley alum, launched a software startup company, Biztro, Inc. (http://www.biztrol.com), to provide cost-effective Sarbanes-Oxley automation solutions. Mario Rosati, a member of the UC Berkeley Foundation Board of Trustee, has joined the company's board of directors. The company has released v1.0 of its product to customers.



Andrea Scheiber, MBA 90, with her husband, Michael, and their three children.

Andrea Scheiber, MBA, a nine-year resident of Cincinnati, has three girls, (13), (11), and (8), and is happily married to Michael Scheiber, a physician. She is marketing manager for Tremor, a Procter & Gamble social network marketing company. Andrea is also on the marketing committee for the local Jewish Federation. She and her family love to travel, mainly spending time snow skiing, on a beach somewhere, or water skiing.

Haas School Alumnus **Michael Ho, MBA,** passed away on August 14 in his home in Sherman Oaks. Ho, 43, was the Southern California Regional Manager of Wells Fargo's HSBC Trade Bank. He is survived by his wife, Sylvia Vargas.

Born in Canada, 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 a licensed architect in 1987. Michael returned to Cal in 1988 for a Haas MBA with an emphasis in real estate finance. In the 15 years since completing his MBA in 1990, Michael worked tirelessly for Wells Fargo Bank in commercial banking, loan adjustment and international trade finance in Southern California and Seattle. Michael ultimately became the Southern California Regional Manager of the Wells Fargo HSBC Trade Bank, and successfully established a mentoring program for the International Group. He was an active member and director of many civic organizations in Southern California. Michael loved to travel and was an avid golfer. He will be missed.

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Sindri Anderson, MBA, of Berkeley, writes, "After a year-long career sabbatical spent in Greece with my family, I've launched a consulting partnership with a colleague, Enact Global Consulting. We are in the organizational devel-

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opment space, and have the enviable problem of starting with lots of work! I am loving the creativity and freedom of being in business for myself, and I only wonder why I waited this long to venture out."

Jerome (Jerry) Lerman, MBA, of Foster City, Calif., writes, "I continue my employment at Wells Fargo (24 years this month), now working in small-business lending as a risk-management consultant. I finished fourth in the top division of the 2005 National Scrabble Championship held in Reno, and will be one of 15 US players competing this November in the World Scrabble Championship in London."

Susan Persin, MBA, writes, "I am a partner at Foresight Analytics, an Oakland-based economic and real estate consulting firm that **Matt Anderson, MBA, 90**, and I founded in early 2005. Starting a new business is challenging, fun, and rewarding and keeps me very busy. Check out our web site at www.foresight-analytics.com. I live with my husband, Ben, and two sons, Eli (5) and Spencer (2), in the Oakland (Montclair) hills."

Having contributed to developing a new bank in Tokyo, **Tsuguru Saito, MBA,** moved in September to Softbank, a telecom/internet giant, as a director of IPTV business. The founder/CEO of Softbank is a Masayoshi Son, a Cal alum [a Haas alum?] whose personal assets once exceeded Bill Gates. Tsuguru writes, "I am glad I work directly with one of the most successful alumni. These two Cals have a chance to change the way of watching TV and advertising on TV. I feel very lucky also because after working for Kraft, Coca-Cola, Fidelity, and ToysrUs as a marketing executive, developing a medium myself makes me knowledgeable about both sides."

Atul Sharan, MBA, writes, "Teamed up with a few extremely smart Ph.D.s from the dark side (Stanford) to start Clear Shape Technologies, a semiconductor technology design and manufacturing company. Raised our Series-A in April 2004 and our Series-B was led by Intel. www.clearshape.com".

Otis L. Spencer, MBA, of Warsaw, Poland, was promoted to senior vice president and director of portfolio management for Heitman International LLC. He writes, "In this role I will be responsible for all European portfolio and asset management activities in addition to running Heitman Europena Property Partners III, a private real estate equity fund focused on Central and Eastern Europe."





BASE Heads to Cisco

Students in the summer Business for Arts, Sciences, and Engineering (BASE) program visited Cisco Systems to hear about developments in information technology. BASE, an intensive, six-week, summer business program that exposes non-business, undergraduate students in arts, sciences, and engineering to the fundamentals of business, draws students from top-tier schools around the country. For more information, visit http://www.haas.berkeley.edu/Undergrad/BASE/index.html.

1992

Zenda Kuo, MBA, "Just moved back to Hong Kong after three years of mommy hiatus in Beijing. I am director of corporate finance at CLP Power Asia, financing independent power plants throughout Asia-Pacific."

David Shiver, MBA, reports that he is now a dad, living with his adopted son, Roberto Eduardo Roberts Shiver, at his Berkeley home. David is a partner and principal of Bay Area Economics, a real estate and urban economics firm based in Emeryville, Calif. Roberto is 14 months old and was born in Antigua, Guatemala; he is now quite busy teaching his dad baby Spanish!

1993

Brian Burns, MBA, of San Francisco, writes, "I am the vice president of Asia Pacific for a quickly growing company focusing on video processing chips for the home networking market."

Steinar Paulsrud, MBA, of Oslo, Norway, writes, "There are so many Cal friends I have not kept in touch with over the years. But if you should read this, I am proud to announce that Thomas and I became parents to two wonderful baby girls this year. I spoke about it quite a bit while attending Haas, and now, after 12 years, it finally happened. We are very proud of our two baby Americans. This will be a very special Christmas!"

After graduating with his MBA, **Jorge Spichiger, MBA,** returned to his former employer, Citibank (Chile), as FX trader head. In 1996, he moved to the Corporate Bank, as financial institutions head. In 1999 he was recruited by Bank of America in Santiago, where until 2001, he was head trader and vice president at the bank's treasury. He was then called by the Spanish Bank BBVA, where he was promoted in 2004 as CIO/CFO of the bank in Chile. Jorge is married since 1995 to Patricia, and has three wonderful daughters, Sofia (8), Catalina (6), and Antonia (2). The family lives in Santiago. He plays the electric guitar in a classic-rock band, and practices tennis, golf, and swimming.

1994

Art Altman, MBA, has been promoted to program manager in charge of product development and research in energy market forecasting, risk management, and asset valuation for the Electric Power Research Institute of Palo Alto, Calif.

Koji Asada, MBA, writes, "I'm responsible for M&A advisory activities for SME (small-mid cap enterprises) and cross-border M&A transactions, as a deputy general manager at Corporate Advisory Division, Mitsubishi Securities Co. Ltd. in Tokyo."

Tamar and **Thomas Lowell, MBA,** announce the birth of their daughter, Mia Victoria Lowell. Tamar writes, "She was born Feb. 7 and is an absolute love. Thomas is enjoying his new job with Visage Mobile as director of marketing. My role as head of Lonely Planet's web group was recently moved to Australia, giving me time to get to know my daughter before beginning a new job search. We still live in Oakland near many of our friends from Haas."

Margaret Meenaghan, MBA, of Beverly Hills writes, "I gave birth to our second child, daughter Devon, this past January. Big brother, Charlie (4), has been great with her. I am still with Eastdil Realty (check out www.eastdil.com) and enjoying the real estate bubble. Our family continues to enjoy Southern California although there are way too many USC and UCLA folks here! Go Bears."

Poul-Erik Olsen, MBA, of Oakland writes, "Two happy years married to my wife, Christine, two-plus happy years as senior portfolio manager at Rochdale Investment Management, passed first two levels of CFA exam (don't do this in your late 30s!), completed two Death Rides with fellow alums Thomsen and Schwab, and after 11 years still socializing with many of the great 94 class! No baby pictures to show – I must be the only one."

Walter Scheiber, MBA, writes, "After leaving my job in April, we packed up our two little kids and embarked on an around-the-world journey. Our three-months-long travels lead us through China, Thailand, and Turkey until we came to rest in Central Europe for a month. We enjoyed peace on the beaches of remote islands in Thailand and the chaos of the super-fast growing metropolitan cities of modern

China. Traveling with little children in Asia opened many hearts and doors for us and made the trip a wonderful experience. Can't wait to do it again but now it's time to get settled. Very likely we'll stay in Europe. Drop me an email when you pass through Vienna scheiber@gmail.com"

Yves Speeckaert, MBA, writes, "Hi everybody, I am living in Paris, with my Brazilian wife, Clelia, and son, Joao Pedro. After a couple of years with KPMG and then investment banking, I am now fully immersed in the growing sector of social and economic development (in emerging market principally). I am heading MENAA Finance, a consultancy specializing in privatization, public sector reform, pension funds, and project finance/investments in Africa, North Africa, and Brazil. A growing field of interest of mine is that of alternative energies and biodiesel in particular. Anybody involved in that field? Cheers from Paris."

Paul Weiskopf, MBA, of Belmont Calif., joined Adobe Systems where he is now leading M&A and alliances for the company.



Paul Findlay, MBA 96, and husband Doug Ward were married last summer.

1995

Terry Goode, MBA, and his wife, Latondra Goode, welcomed Leiah Therese Goode to the world June 21. Lauren (2), is so excited to be a big sister and is looking forward to having a new playmate. On a work-related note, Terry was promoted to head of tax exempt research for Wells Capital Management in early 2005.

Takeshi Sasaki, MBA, of Tokyo joined Credit Pricing Corporation Inc., which specializes in credit-risk management for any businesses who care for Japanese corporate credit. Takeshi writes, "We have a financial database of over 85,000 Japanese companies and give default probability and credit rating to each one of them every month. If you have an interest in this area, please contact me at takeshi_sasaki@credit-pricing.com."

Jacqueline Schroeders (Ramirez), MBA, and her family moved back to New Jersey in 2002. She is vice president, finance/controller for GAIN Capital, an online foreign exchange trading and asset management company. GAIN Capital was recently named Deloitte's No. 1 fastest growing technology company in New Jersey, and ranked in the top 100 in terms of growth in the Deloitte National 500 Fastest Growing Companies. Jackie, her husband, Curt, and their two children are enjoying being back with family in New Jersey, since she was raised in the state. She credits her MBA and prior work experience in helping to prepare her to manage the rapid growth at GAIN Capital.

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Clarence Chen, MBA, of Menlo Park, Calif., sold the company he started in 2001 to Manhattan Associates (nasdaq: manh), where he is now working. He writes, "It's true what they say about cost of VC money. Found time to get married in Colombia where I'm thinking of retiring to someday, bought a house in the Bay Area. Happy with life."

Paul Findlay, MBA, married his longtime partner, Doug Ward, Aug. 27 in Dana Point, Calif. The ceremony was held in an outdoor amphitheater overlooking the Pacific Ocean, and was witnessed by 75 friends and family. Paul is a product manager with Panasonic Avionics Corporation in Lake Forest, Calif., and is very involved with Men Alive - The Orange County Gay Men's Chorus as marketing director. Paul and Doug make their home only a few miles from Laguna Beach. For more on Paul & Doug, visit their web site at www.PaulFindlay.com.

Alan D. Seigrist, MBA, of Hong Kong writes, "My company, The Executive Centre, has continued its expansion in Asia with new facilities opening in Beijing, Taipei, and Hong Kong, which has meant I have been doing a lot of traveling lately! We have been most excited about opening in TAIPEI 101, the world's tallest building (for now). TAIPEI 101 is a great project for us and response for our product has been great from the business community. If anyone from Haas ever makes it through Hong Kong, please be sure to give me a call!"

Alex Sutton, MBA, was married this past spring on the beach in Hawaii to Karen Easterbrook. Alex and Karen met at Microsoft when their groups were reorganized together. Karen went to Stanford, but Alex doesn't hold that against her. Alex can't believe he's still at Microsoft, but the work remains interesting. Alex and Karen live in Kirkland, Wash., where they enjoy spending time cruising the sound on their boat.

1997

Damien Dallemagne, MBA, of Brussels, Belgium, left UCB to join Arthur D. Little, where he is consulting for the pharma and chemical industries. He writes, "I also intend to grow our activities in the field of corporate sustainable development."

Klaus Fabian, MBA, and his wife, Mei, announce the birth of their daughter, Karina Jolie Yun-Yun Fabian, Jan. 30, 2005. The family lives in Castro Valley, Calif.

Charles M Haynor, MBA, of San Rafael, Calif., is pleased to announce the renaming of his business to Rayner & Haynor. (The firm was formerly named Rayner Associates Inc.) Rayner & Haynor is an independently owned investment management firm that offers asset management and related planning services to individual and institutional clients. Founded in 1977 by **Arno Rayner, MBA 54,** and located in Mill Valley, Calif., Rayner & Haynor has over $250 million in client assets under management. www.rayner-haynor.com.

Paul Hoff, MBA, writes, "After an extended downward ride on the startup rollercoaster, my wife (who is originally from Australia) and I decided to move our family from Denver, Colo., to Sydney for five years so that our three children could experience their Australian heritage. Ironically, immediately after moving, the company I cofounded, BrightPath Wireless, signed a deal with a major telecommunications provider in the Southeast US that may breathe new life into the venture. So I have one foot in each world at the moment. I would love to catch up with any Haas alums who are in or are coming through Sydney. We can be reached at paulhoff@mba.berkeley.edu."

Laura Keresty, MBA, of San Francisco is the associate publisher at Wilderness Press, a Berkeley-based outdoor guidebook company.

Hiroyuki Kobayashi, MBA, of Tokyo, Japan, writes, "After 18 years at Mizuho Financial Group (formerly The Industrial Bank of Japan), I have determined to join a fresh innovative company, which my colleague started five years ago. Sofia Inc., my new office, is targeting the area of corporate value creation, which includes CSR advisory, corporate communications, M&A advisory, and net research. Also, we are starting a podcasting business in Japan, about which I am so much excited. I sincerely thank all education and circumstances at Berkeley, which developed my venture spirit."

Carlos Kokron, MBA, writes, "We just moved back to the US after a seven-year stint in Brazil. I'm still at Intel, now Intel Capital's 'man on the ground' in the Southwest US, based in beautiful Austin, Texas."

Simon Landless, MBA, writes, "I am working at McKinsey in Stamford, Conn., where I'm a partner in our telecom and marketing practices. Never thought I would stay here this long but every day brings a fresh challenge. I am proud papa of Zoe (5) and Jack (2), and a newly naturalized US citizen, so no more waiting on line in airports. Still clinging to the dream of one day escaping the cold weather and returning to the Bay Area."

Raymond Y. Leung, MBA, of Hong Kong writes, "From Janice and Raymond: We got married on Oct. 8 in the beautiful Chung Chi Chapel of CUHK. After spending a good 10 days at Maldives and Bangkok, we are now back to our usual busy life in marketing and investment banking. Looking forward to visiting California on next vacation."



Raymond Leung, MBA 97, and his wife, Janice, were married in Oct. 2005.

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Alan Norquist, MBA, of Los Altos, Calif., writes, "Lisa and I were blessed with the birth of our second child, Stephen Norquist, in March."

Rukmani P Ramdharry, MBA, reports that her husband, **Robert Spears, MBA 98s** completed the Nautica Malibu Triathlon this past September, his first triathlon. As a volunteer with Team in Training, Robert raised money on behalf of the Leukemia & Lymphoma Society.

Neal Rayner, MBA, of Marin County writes, "I swam the English Channel from Dover, England, to Cap Gris Nez, France, Aug. 10 in 13 hours and 50 minutes. It was a fantastic swim, delightful even with the wicked currents, jellyfish, and starting in the dark at 1 a.m. For photos and story check out NealRayner.com."

Jacqueline Sofer, MBA, and her husband, Mike, are happy to announce the birth of their son, Nicholas Aiden Quebec Sofer, May 26. Nicholas joins older sister Madeline (2). They live in Westford, Mass., where Jackie is working at Deloitte Consulting.

1998

Victor Adint, MBA, writes, "Laura and I are excited to announce the birth of Michael Victor Adint. He was born Aug. 22 and weighed in at a whopping 9 pounds. My wife is my hero. A friend told me that life would become 100 times more difficult and 1 million times better with children. He was right on both accounts. Gabriel and Michael are an incredible blessing. I left Intuit as a finance manager to join Morgan Stanley as a financial advisor, and I am really enjoying my new career."

Mark French, MBA, Lauren French and big sister Audrey welcomed Lindsay Ann French to the world Feb. 16. The whole family has been living the suburban life just over the hill from Cal in Orinda since late 2003. Mark continues to enjoy his work at Greyrock Capital Group, which invests debt and equity in private middle-market buyout transactions.

Dan Geiger, MBA, joined Act Now Production 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 club, Ironweed Films (www.ironweedfilms.com). Dan writes that he's "very excited to join the ActNow Productions team. I'm deeply impressed with the vision, smarts, and accomplishments of the founders, and believe that ActNow Productions has great potential to reshape the political landscape of our country. Building a progressive media company with these folks is going to be politically important, personally fulfilling, and fun!" Dan will play a major role in developing the company's strategies moving forward, and managing anticipated growth. He'll also be overseeing various company projects.



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

Maryam Ghazi, MBA, writes, "My life has been busy with a full-time consulting job and my two sons, Touss (2 1/2) and Kia (1). Life is also exponentially more sweet than it ever has been because of them. We have moved from Mill Valley to San Rafael, which allows us to have a flat yard, which is not only good for the kids but for the kids inside the adults who still love to play, barbecue, and dance by the pool. I continue to work at FTI Consulting as a managing director in the Corporate Finance and Restructuring Division. So if you ever need a company restructured or need to have some financial due diligence performed on your deals give me a buzz. Actually I would love to hear from any of you socially, perhaps for a lunch in the city. Though I manage to keep in touch with some of my Haas friends, I don't get to see any of you nearly as much as I would like to."

Benjamin Goodman, MBA, of Boston, Mass., co-produced "Conquering the Real Estate Cycle," a seminar on the state of the market for the Haas Alumni Network of New England in conjunction with MIT Sloan. With 120 attendees it was a very successful event, spreading the Haas brand to metro Boston. He is working in real estate as an agent/developer when not busy rearing the boys, Harrison (4) and Leonid (2).

Nancy Hazlewood, MBA, of San Francisco writes, "My financial and management consulting practice in healthcare and biopharmaceuticals continues to keep me busy, but I still find time to take my tenor sax out and enjoy playing music in the local clubs. Fortunately, my husband still plays bass, and sometimes we are both on the same gig, or else we wouldn't see each other much on weekend nights! We had a great spring vacation this year, cycling in Tuscany (you can never train too much for those Tuscan hills)."

Valerie Houts, MBA, of San Francisco writes, "On July 8, my husband, Tim, and I welcomed Adriana Cruz Houts, our second daughter, into the world. I'm now back full-time at Merrill Lynch, where my partners and I lead the venture-services group and advise private-equity firms on public stock market exits. Though juggling two children and career keeps me on my toes, I feel truly blessed!"

Rajiv Jain, MBA, reports that his 3-year-old offshore engineering company, OutworX Corporation (www.outworx.com), becomes the right partner for funded and pre-funded startup companies racing to catch the second coming of dot-com wave.

JT Klepp, MBA, writes, "I finally got tired of the cold and snow so I said goodbye to Oslo and hello to Sydney. While I am trying not to feel guilty that the beaches have wifi access, I am still working for Mobile Media and now focusing on starting up made-for-mobile production of video content in Los Angeles (yes, the commute is somewhat of a pain), while also heavily being involved in acquiring a number of companies in our space. The reason I moved has nothing to do with career or work, but the 'I move or she moves' decision was deducted using a simple Black Scholes replacing the stock prices with average temperatures and days with sun."

Jeff Marshall, MBA, and **Jeanette Gurmendi, MBA,** welcomed Jeffrey Lucas Gurmendi Marshall into the world on March 23. Mom, Dad, Jeff Jr. and big sister Olivia are all doing great.

Srivats Srinivasan, MBA, of Redmond, Wash., writes, "Our second daughter, Anushka, arrived 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're in the content (written, graphical) development business and promise unbelievable quality at unbeatable prices. After many years in corporate America, it's fun to be on my own. And now I truly understand what Andy Grove meant when he said, 'Only the paranoid survive!' Check out www.nayamode.com and tell us how we can help you."

Philipp von Heydebreck, MBA, writes, "Caroline and I are happy to announce the birth of our fourth child. Valentin Claus Tessen was born April 5. Valentin is an extremely happy baby, smiling the whole day despite the fact that he has to share his parents with three siblings. We are now two years in Munich and have adapted very well to the Bavarian lifestyle. After five years of Sao Paulo, Brazil, we are enjoying the quiet and safety of the Bavarian countryside. In my job as director of global sourcing at Mannesmann Plastics Machinery no day is like the other. I am working in a young team of ex-consultants and traveling a lot to Eastern Europe and China. There is still so much to learn! If anyone from Haas family is visiting Munich, please let us know, you are always welcome!"

1999

Joao Adao, MBA, and Maco's second daughter, Alexia, was born Aug. 15. All are healthy and happy, especially Joao, with the house full of pink clothes. The family lives in Amsterdam, The Netherlands.

Michael Barcellos, MBA, of El Cerrito, Calif., recently joined Bio-Rad Laboratories in Hercules, Calif., as global head of marketing and business development for the BioPlex Division of Bio-Rad, a $1 billion life-science and clinical diagnostics company based in the Bay Area.

Seth Brenzel, MBA, of San Francisco, writes, "I'm still working at the startup software company I've been with for nearly six years, which was acquired by WebSideStory in May 2005. I'm director of customer marketing, working 50 percent of my time there. The other 50 percent is spent as the executive director of The Walden School, the music school I have been working with for 10 years. I am also currently serving as the president of the Swarthmore College Alumni Council, as well as two-year term on the college's Board of Managers."



Philipp von Heydebreck, MBA 98, and his wife, Caroline, with their children.

Alan Knitowski, MBA, of Newport Coast, Calif., and Kelly Knitowski welcomed their fourth child, their first son, into the world Oct. 29. Kane Pierce Knitowski weighed in at 7 pounds and was 19.5 inches long. Mother and son are doing fantastic and are comfortably back home with daughters Kaylan Paige (6), Skylar Payton (4), and Sage Parker (3). On the business front, Alan serves as chairman for Caneum Inc., in the business process and information technology outsourcing space (www.caneum.com), chairman for Trycera Financial Inc., in the prepaid stored value and Visa/MasterCard debit space (www.trycera.com), managing director of Ecewa Capital Group LLC and co-manager of Trymetris Capital Management LLC, and the Trymetris Capital Fund I LLC (www.trymetris.com). Life is hectic, but remains exciting. Most recently Alan has been working to help re-energize the Haas Alumni Chapter for Orange County, Calif., (groups.yahoo.com/group/oc-haas-alumni) and encourages all Haas alums in the greater Orange County area to sign up via Yahoo Groups.

Adrien Lanusse, MBA, was made partner at Cheskin Research and Consulting and manages Cheskin's New York office. He is also engaged and planning a wedding in Berkeley for next May.

Adam Leader, MBA, writes, "It's been an eventful year. Since March, I went on my annual ski vacation, got engaged, quit Microsoft, moved to New York, found a new job, started working at Google NYC, got married and had a fun honeymoon to Italy and Switzerland. Robin is really great: I'm very, very lucky. **Nancy Riess, MBA 99,** set us up on a blind date – thanks, Nancy! I'm a product manager at Google, based in our Times Square office – no, Google doesn't limit the fun to the Bay Area. It's really a lot of fun and I like the people a lot. Let me know when you are in the New York area!"

Dana K. Meade, MBA, and husband Patrick had twins Jan. 22 at 6:01 and 6:02 a.m. Nicholas Raymond weighed 5 pounds 11 1/2 ounces and was 19 inches long, and Josephine Kay was 5 pounds 5 ounce and 18 inches long. Big sister Katie (2.5 yrs) loves her new siblings!

John G. Millar, MBA, writes, "Starting in February, I took over as the CEO of Budda Amplification, a San Francisco based startup company that makes guitar amplifiers. Probably the strangest mix of old and new technology that you can imagine; all our products are based on vacuum tubes and wired by hand. We've been lucky enough to have some success with several well-known bands including Foo Fighters, Good Charlotte, and Matchbox 20. And the Scott Stapp band will be using our gear on their upcoming tour. Meanwhile, I'm getting married in November so I've been planning my wedding for the past several months. Looking forward to some time off to honeymoon in Australia."

Ron Rossetti, MBA, of Boston, Mass., writes, "My wife, Elizabeth, is pregnant with our second baby (we think it is a girl). Due date is late March. Still doing healthcare real estate development/investing."

2000

Hemendra Aran, MBA, of London, England, writes, "I started ARANCA alone in February 2003. Today we have a team of 70 analysts with offices in London, New York, and Mumbai. We provide financial and business research to advisory firms such as investment banks, PE/VC houses, management consulting firms, corporate finance boutiques, and independent research providers. For the customer intensive corporates such as telecom, insurance, credit card, and airlines, we have specific offerings in the field of data analytics where we provide customer insights by in-depth analysis. Our list of 50 clients include reputed firms like Bain & Co, Amadeus Capital Partners, Reuters, and Nasdaq. Entrepreneurship lectures at Haas were of great help to me. They not only helped in building the organization and managing the growth but also getting the funding."

Kirk Edwards, MBA, writes, "All is well in Southern California with me and my wife, Sheba. Our two children are healthy and growing, and our career life is moving along. I wanted to share a photo taken when my family and I took a trip to Thailand this summer. We had an opportunity to stay with Raihan Zamil (BBA, 88) and his wife Naheed Islam (Ph.D., Sociology, 02) who have been working there for the last two years. As it turns out, Raihan and a Haas classmate of mine, **Sunsanee (Aey) Karanasuta, MBA 00,** worked together at the Bank of Thailand. Naheed and Sheba (Ph. D., Sociology, 01) are good friends



Kirk Edwards, MBA 00, with his family and friends in Thailand.

from Berkeley as well. We live in very much a small world, and Berkeley has a growing alumni community – not a bad combination. Sunsanee came to visit for dinner and we took this group photo. Aey is expecting her first child in this photo and would have delivered it by the time you read this. Wishing you all well."

Flavio Feferman, MBA, and Deborah Zimmerman welcomed baby daughter, Tania Elena Feferman, Oct. 22 at CPMC hospital in San Francisco (a favorite maternity for Haas grads, it seems). Tania is already wearing her Haas Gear baby bib. Flavio works in consulting and is directing a feasibility study for the development of a trade park near Bogotá, Colombia.

Dave Marron, MBA, of Lafayette, Calif., launched SphereBuilder LLC, a marketing and technology company catering to residential real estate professionals. The company is operational and expanding. After tuning up the business plan, Dave is actively seeking first-round funding. On a personal note, he and his wife, Dana, welcomed their second son to the Marron family Dec. 22, 2004. Jack Marron and his big brother, David, have been enjoying attending Cal football games this fall.

Cheryl Proctor, MBA, writes, "I had a busy year. In the spring I moved home to Calgary and then finished the two-year project of becoming a registered dietitian. I'm now working at the Cardiac Wellness Institute of Calgary, where I get to take heart attack survivors on healthy grocery store tours, and facilitate classes for them on things like restaurant survival and weight loss. So much fun! I hope everyone else is doing well, and I miss you guys in the Bay Area!"

Atsushi Sakahara, MBA, writes, "I directed my first short film, 'Destined,' this spring. I am editing it now. I started writing my first novel in Japanese. I started developing my first feature film screenplay, 'Kyoko the matchmaker.' I started my small company: www.goodp.co.jp That's the update for now. Cheers."

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Gabriela Baum-D'Ambra, MBA, and **Lorenzo D'Ambra, MBA 02,** of Neuss, Germany, proudly announce the arrival of their first son, Victor-Maximilian, in May. In

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his first five months Victor was a real globetrotter. He twice visited his grandparents in Italy and went to other countries, such as Sweden, Belgium, and The Netherlands.

Naard Broeckaert, MBA, writes, "Last July, our daughter Fien was born in good health. Evy and I are delighted with our third child. I am still working with Goldman Sachs in London building out a private wealth management business with a focus on Belgian, Dutch, and international (e.g. clients in California) families and entrepreneurs. We look forward to attending our class reunion next April!"

Michael Ehrlich, MBA, of San Francisco writes, "After three years as a partner on a high net-worth money management team at Merrill Lynch's Private Banking and Investment Group, where I focused on hedge-fund portfolios, I have joined the Access Fund, a San Francisco-based fund of hedge funds, as principal and co-director 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'd be interested in talking with fellow Haas colleagues who work at hedge funds. michael@accessfundlp.com."

Miguel A. Flores, MBA, writes, "Everything is going well here in Southern California. Still working with the same company since graduation, Capstone Turbine Corporation. We manufacture and sell products for clean distributed power generation. It has been quite an interesting experience, as the company has grown rapidly and is in constant change. I bought a condo last year in a nice area in northwest San Fernando Valley. There is a guest room for anyone visiting the area. Cheers!"

Raj Manghani, MBA, of Pleasant Hill, Calif., writes, "Ruja and I welcomed a baby girl, Sonam Prem Manghani, June 6 at 3:06 a.m. Sonam (pronounced Sonum) entered the world weighing 6 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 at Barra as the business manager for Enterprise Risk. In the spirit of the Haas connection, I am glad to report that Dean Lyons will be the keynote speaker at our annual client conference. Ruja has taken a well-deserved break from her medical practice to attend to her full-time duties as a mom of two."

Leonid Pinski, MBA, writes, "On Oct. 26 my wife, Anna, and I welcomed our baby son, Mark David Pinski. All three of us are enjoying life in the city. I am still heading Vega Capital Group, a San Francisco-based investment advisory company I co-founded right after graduating from Haas in 2001."

Vivek Sanghi, MBA, of Santa Clara, Calif., writes, "We were blessed with a baby, Vidur, Oct. 27. The baby and mom, Rashi, are doing great! Also, I recently moved jobs within Intel to Intel Capital, managing worldwide business development for our current portfolio companies through Intel's global distributor, reseller, retailer, and service-provider channels."

Nick H. Turner, MBA, writes, "I was recently married to Kelly Lunsford, and we're settling into a South of Market condo. I'm still working at Investor's Business Daily's technology bureau, so everyone should feel free to send tech-related gossip my way and I'll put it in print (just kidding...sort of). Hope everyone is doing well."

Rob Weinberg, MBA, of New York recently left a four-year career in institutional sales as a vice president at Goldman Sachs to make a career change.

2002

Seong Chen, MBA, writes, "I proposed to Sue Chen on my birthday this year in New York, and now I am happily engaged. The wedding date will be late 2006 in Melbourne, Australia. Sue and I are very excited about the coming big event! Work wise, I am still with Roche Molecular Systems at Pleasanton, responsible for pricing and special projects in finance."

Emilie Cortes, MBA, of San Francisco travelled to Tanzania alone to climb Mt. Kilimanjaro, the highest peak in Africa. She made it to the top.

Stephen Coughlin, MBA, of Falls Church, Va., writes, "On Oct. 30 we welcomed our second child and first daughter, Claire Murphy Coughlin, into the family. Claire was in a hurry and was born only an hour after we arrived at the hospital. Everyone is at home now and doing well. Nolan is very excited to finally meet 'his new baby.'"

Robyne Eldridge, MBA, writes, "Simon and I live in Kensington (Berkeley Hills) with our two fat cats, Freddy and Tiger. Although the decision to leave bathroom cleaners at Clorox was a hard one (chuckle), I am now working in the wine industry for Diageo (Sterling Vineyards, Beaulieu Vineyards, Acacia, etc.) and enjoy calling what I do work, when it really is having the time of my life!"

2003

Gregory A. Brown, MBA, writes, "Erika and I recently welcomed a baby girl, Madeline, into the family. She was 8 pounds, 19 inches, and joined us Oct. 16, in time to enjoy Cal's victory over Washington State. I am a private-equity investor with The Sienna Group, a Seattle-based buyer and builder of middle-market companies in the Western US and the UK. Erika, Madeline, and I live in Mercer Island, Wash."



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Seong Chen, MBA 02, and his fiancée Sue Chen.

James Eron, MBA, writes, "China is hot! Kay and I moved to Shanghai from Tokyo in June and are having a great time. I'm a manager in the financial services practice for BearingPoint consulting. Business is good. With an expected GDP of $1.85 trillion USD in 2005, the economy is growing by $480 million USD per day."

Becky Frank, MBA, writes, "The last few weeks have brought several changes, including getting engaged to my boyfriend of four years, Justin Pallari, at Lake Tahoe. We have also made the decision to relocate to Salt Lake City where he has started a job with Intermountain Healthcare. I will continue working for the corporate strategy group at McKesson in San Francisco, traveling as necessary. We will miss the Bay Area immensely, but hope to welcome many of our classmates on future trips to Utah!"

Christopher Phenner, MBA 03, writes, "In September I joined a mobile media startup called Thumbplay, which provides subscription services to consumers who can download ringtones, games, and wallpaper to their phones. I joined the Berkeley-Columbia Executive MBA class of 2006 for dinner during their first block in New York, and had a great time seeing them in their (social) element. They are coming together as a spirited, close-knit and really fun class. It was glorious."

Karl Pisor, MBA 03, writes, "My wife Manami, big sister Leia (5), and I welcomed little Charlotte Pisor to the family June 14. She's a big one –14 pounds already at just four months and growing like a weed! I am keeping busy in Tokyo at my IT consultancy, Joho Technology, applying lessons from my Haas courses, and helping to grow and strengthen the business. While my title is business development manager, I spend at least half my day doing HR, marketing, systems development, and more. Never a dull day in a small business! If business or pleasure brings you to Tokyo, please drop us a line!"

Larry Roadcap, MBA 03, of Melbourne, Australia, joined KPMG's performance and compliance group as a director in its financial risk management and capital markets practice. He is living beachside with his two dogs, Penny and Tracy, who are delighted to have tons of room to roam.

2004

Clay Akiwenzie, MBA, writes, "Paloma Evangeline Akiwenzie was born Oct. 27, weighing 7 pounds and 7 ounces. The labor itself was extremely difficult. After observing firsthand the 52 hours of work and pain it took to bring Paloma into the world, I can safely say that were that responsibility mine there would be no more children from this limb of the Akiwenzie family tree! Ricki was unbelievably strong and we are happier than we have ever been."

Christian A. Bennett, MBA, of San Francisco writes, "Genevieve and I welcomed our son, Ronan, on March 27. I hope you all get to meet our new addition – he's a rock star."

Jason Berkin, MBA, writes, "I must say I miss the days of hanging with my fellow MBAs, so jotting a few words down for CalBiz I am wondering how all of my friends out there are doing as well. Recently I have been doing some technology management consulting in Canada and working on a new startup here in Los Angeles. My wife is busy with producing TV and film. She just sold a show to MTV and is working on a book. Our dog, Newman, keeps us laughing and not taking ourselves too seriously. To put the startup into context, I have been working out two to four times a week for years. I often felt that some of my most productive workouts were with trainers, but it was simply too expensive to do regularly. I always work out with my iPod, earbuds in place, and music blasting. So my partner and I figured, Why not combine the two and create a cheap and fun alternative to professional training? We looked around and found that no one was doing it right yet; most similar products focus on in-home DVD training, which can't come with you to the gym or outdoors. So we started GYMp3 Inc. which produces and distributes downloadable audio fitness routines for use on iPods and popular mp3 players. GYMp3's are a totally new workout experience: For women and men, inside the gym or outdoors, GYMp3 workouts put a celebrity trainer in your head, coaching you through your routine, telling you what to do, pushing you, while great music inspires you. For more information, visit http://www.GYMp3.com"



Linh Do, MBA 04, is exploring Southeast Asia by motorcycle.

Linh K. Do, MBA, writes, "It's been wonderful to live and work in Hanoi, Vietnam. I just wrapped up my one year contract on a USAID project with Development Alternatives Inc., on SME development, primarily in home furnishings, software, and tourism. In addition to consulting in the public and private sectors, I'm taking advantage of the good fall weather to explore Southeast Asia by motorcycle. I just returned from riding 2000 kilometers from Hanoi through the mountains of Laos on a rebuilt Minsk, a Russian motorcycle with technology from 30 years ago. Arturo Morosoff, MBA 04, Julie Earne, MBA 04, and Lori Chelius, MBA 04, have joined me for some Vietnam adventures: kitesurfing in Mui Ne and ultimate frisbee and touch rugby in Hanoi. Drop by if you're in the region.

Harish Gaur, MBA, writes, "The last six months brought multiple changes in my life. I moved from sales to product management strategy within Oracle. Now I have the responsibility of managing the worldwide strategic customer program for our middleware product. Secondly, we bought a house in Fremont. Finally, Swati and I were blessed with a cute baby boy May 8. His name is Agastya (named after revered Hindu sage). Agastya was born 21 inches long and weighed 7 pounds and 12 ounces. He is growing fast!"

Rodrigo Moreira, MBA, of Sunnyvale, Calif., writes, "Alessandra and I proudly announce our wedding on Jan. 7, in Porto Alegre, Brazil. Check it at www.brumana.com/casamento. We'll post a wedding picture in the next issue. Look forward to seeing you in our beloved Brazil! We miss you!"

Brian Solon, MBA, and **Ashley Bryan, MBA 2003,** moved to Southern California. Ashley started a new job with women's luxury fashion company St. John Knits, where she runs their in-house nonprofit foundation with new company spokesmodel Angelina Jolie. Brian continues writing and consulting while working in business and legal affairs with an entertainment company.

Michael Zahm, MBA, relocated to the Bay Area from Seattle and is working as a senior director of business development at SAP America Inc. in Palo Alto, Calif.

2005

Benjamin (Ben) Allen, MBA, writes, " I am working for Parnassus Investments, a San Francisco-based socially responsible mutual fund company, as an equity analyst. My wife, Cortney, and I are expecting our first child in March 2006. We're really excited about that!"

Having survived both business school, and a two-year engagement, **Kelli (Chester) Nardis, MBA,** was married to Mike Nardis on June 11. Seven Haas classmates made the trip to Atwood Lake, Ohio, to celebrate the occasion: **Eric Poretsky, MBA 03, Lorenzo Canlas, MBA 05, Jody Plotkin, MBA 05, Dina Koss, MBA 05, Scott Winder, MBA 05, Cynthia Fong, MBA 05, Marc Panzer, MBA 05, Paul Bieber, MBA 05,** and



L-R: Eric Poretsky, Jody Plotkin, Marc Panzer, Dina Koss, Scott Winder, Cynthia Fong, Mike Nardis, Kelli (Chester) Nardis, Lorna Stewart, Danie Pretorius, Jannah Mansanala, Paul Bieber, Lorenzo Canlas

Alumni Notes

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

Danie Pretorius, MBA 05. The newlyweds have settled in on the Peninsula, where Kelli works for Yahoo!

Joel Drescher, MBA, writes, "After traveling to Israel for the Maccabiah Games, I am now living in New York and working for XL Capital Investment Partners, an alternative investments group. I found a great apartment in Gramercy Park, and I see Colonel Alex Jeffers, Frenchie le Freak, Wildcat Willie and Jess, and Rodney with regularity. Although it is difficult to be so far away from Mother Berkeley, I have found the city to be welcoming. I look forward to catching up with everyone at Big Game!"

Brad Irby, MBA, of San Francisco writes, "After graduation, I took a position with Embarcadero Technologies managing their development tools line of software products. The position is exactly what I was looking for so I'm having a great time! Marcela and I are also expecting our first child, Maxwell Allen Irby, Jan. 10. If anyone knows any secrets to good parenting, please let me know!"

Mark Martel, MBA, of Mountain View, Calif., writes, "**Anita Yuen, MBA 04,** and I got married in May. After a wonderful honeymoon in Spain, we enjoyed a spectacular summer in Kirkland, Wash. Since September, I returned to the Bay Area to start work at Google."



Mark Martel, MBA 05, and Anita Yuen, MBA 04, were married in May 2005.

Kelemen J. Papp, MBA, is an associate working with Rutberg & Co., a research-centric boutique investment bank focused specifically on the wireless and digital media industries.

Ph.D.

1970

Peter Pellatt, Ph.D., of Edmonton, Alberta, Canada, writes, "After graduation with my MBA, I taught in the business school at the University of Manitoba until 1973, taking two years off in the middle to complete my Ph.D. course work. Increased consulting to businesses and I had 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 currently have two businesses – one that manages the fuel supply contracts for approximately 220 rural municipalities across the Canadian prairies and the second that is in the industrial and commercial lighting retrofit business. The University of Alberta School of Business recruited me to teach business ethics and small-business management 1984 to 1990 and again from 2002 to date. I love the interaction with the students and have lots of fun with them. My style is to stimulate as much interaction and a case atmosphere wherever possible. I am giving back to the system, as I believe students need both exposure to excellent instructors with the academic credentials and exposure to qualified instructors with many years of practical business experience. I have no plans to retire, as I am enjoying what I am doing too much to quit!"

1971

William Halal, Ph.D., of Washington, DC, launched a web site that pools 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.

Marc Lenoir, Ph.D., writes, "Still running my real estate agency in Château-d'Oex, 15 minutes from the well-known ski resort of Gstaad in Switzerland."

1973

Charles P. Leo, Ph.D., of Huntington Beach, Calif., writes, "In addition to having 25 years in several executive-level management capacities for various industries, I have also served for over 20 years, and still continue to serve, as an adjunct professor at the Pepperdine University School of Business and Management, 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 include Bank of America, Zenith Insurance Company, Paramount Picture Corporation, Warner Bros. Studios, city of Orange, city of Santa Barbara, TRW, Boeing Aircraft, UCLA, California Department of Transportation, and the U.S. Social Security Administration."

MFE

2003

Patrick L. Beatty, MFE, writes, "I am a Ph.D. student at Wharton. While in Wharton, I picked up choral singing in my first year (though have dropped it this year due to upcoming qualifying exams) and sang for Martin Sheen, Jeb Bush Jr., and others while touring through South America."

Jong Won Park, MFE, moved to New Jersey and started working at Standard & Poor's, New York. He manages quantitative risk management products.

2004

Larson Shih, MFE, of New York writes, "For career highlight and my sample research achievement, please go to my personal web site, www.geocities.com/larson_shih/career."

Tao Wang, MFE, of Washington, DC, is working in the World Bank, focused on financial credit reporting system development research analysis and operational support.

Executive Development

1996

James Seay, Executive Development, writes, "Hello, Haas friends. This is my first attempt to update my life to all of you, as I actually had to think about what I've accomplished since studying at Haas. I live in the East Bay and have for my entire life. Pretty rare feat nowadays. However, I work for Siemens managing a global business unit, and as a result, I travel all over the world meeting with customers, employees, and suppliers. There are two key points and areas of satisfaction that I would like to personally convey. One is that the Bay Area is such a rich and talented environment that offers so much in terms of knowledge, social views, intellect, and learning. We are fortunate to live and work where we do, and this is only confirmed by the many people that I meet who are envious in not being able to live here. Second is that the Haas experience opened my eyes and thinking to a much broader world of opportunity. Our class had 26 students, of which all but 14 lived in the US. We came from all walks of life, brought with us so much energy and ideas, and as a result, the classroom learning experience was outstanding. It's great to have stellar professors and instructors, which Haas has, but the real value that Haas offered me was its ability to attract a student body that in itself represented the true essence of lifelong learning. My son is now applying to attend UC Berkeley in the fall. We both hope to continue to benefit from the great education that our local university has to offer."

In Memoriam

Margaret Wright, BS 24
Jeanne Nickerson, BS 32
Jack Solomon, BS 32
Guy Clarke, BS 34
Vaughn Ferguson, BS 34
Theodore Clack, BS 35
Walter Maurus, BS 35
Fred Fox, BS 36
Albert Sellinger, BS 36
Hester Collins, BS 37
Vernon Downs, BS 37
Ellen Griffin, BS 37
Jack Hosmer, BS 37
Richard Van Buskirk, BS 37
Stella Hughes, BS 38
Sidney Steele, BS 38
Eugene Brown, BS 39
William Greschner, BS 39
George Morgan, BS 39
Donald Stout, BS 40
Katsumi Takashima, BS 40
Martha West, BS 40
Niels Anderson, BS 41
Edward Fletcher, BS 41
Stanley Jackson, BS 41
Frederick Rianda, BS 41
Hubert Allen, BS 42
Richard Patterson, BS 42
Warren Michael, BS 43
John Vigenm, BS 43
Russell Pennell, BS 46
Frank Brown, BS 47
Esmond Carey, BS 48
Edgar Chappell, BS 48
Marvin Fauria, BS 48
Allan Goldsmith, BS 48
William Hockins, BS 48
James Moore, BS 48
Henry Sorensen, BS 48
Jack Wogoman, BS 48
George Anderson, BS 49
Clifford Barsten, BS 49
George Cunningham, BS 49
Wilbur Hopper, BS 49
Charles Leonard, BS 49
Gino Marconi, BS 49
Irwin Tuttelman, BS 44, MBA 49
Reidulf Westlye, BS 49
Hoy Gong, BS 50
Tod Judkins, BS 50
Wallace Woodbury, MBA 50
Robert Cumming, BS 51
William Dunne, BS 51
Harold Menzies, BS 51
Charles Roberts, BS 51
Elwyn Williams, BS 51
Kenzo Arimoto, BS 52
George Bowles, BS 52
Thomas Freeman, BS 52
Richard Frost, BS 52
Robert Garrard, BS 54
Kurt Fraenkel, BS 53, MBA 55
Douglas Smith, BS 56
Theodore Lyman, MBA 59
Ronald Wheatcroft, BS 59
Joseph West, BS 60
Albert Bezore, MBA 61
Shepard Sweeney, BS 61
J. Walter Lautenberger, MBA 64
Edwin Miller, Ph.D. 64
William Lallas, BS 66
James Price, BS 67
Richard Prosser, MBA 68
Daniel Noel, BS 71
Delmere Slone, MBA 74
William Thomas, BS 74
Oscar Cuevas, BS 77
Bruce Eswein, MBA 77
Joan Baysdorfer, MBA 80
Henry Yu, BS 80
Kevin McDermott, MBA 81
Michael Ho, MBA 90
Douglas Shearer, MBA 90
Barbara Feinberg, MBA 91
Frances Jesch, BS 99
Larry Brickman, MBA 01
Allison Randall, BS 02
Matthew Fisher, BS 05

Obituaries

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

Richard H. Holton, 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 fields of marketing, international business, and entrepreneurship, and left a lasting imprint in these areas at the Haas School. He joined the business school in 1957 and served as dean from 1967 to 1976.



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 (now the Evening & Weekend MBA Program), and a system of student ratings of all courses at the Haas School.

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

"Dick Holton was the consummate colleague, thoughtful, considerate, always willing to help and always concerned with the greater good of the school and the university," said Raymond Miles, professor emeritus and former dean of the Haas School. "There are many other contributions 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 in Washington, DC. President John F. Kennedy appointed him to assistant secretary of commerce (1963-65). Under President Lyndon B. Johnson he served as chairman of the President's Consumer Advisory Council (1967-68) and as chairman of the Public Advisory Committee on Truth in Lending Regulations of the Federal Reserve Board (1968-72).

He is survived by Constance, his wife of nearly sixty years; his brother, David; his three children; and three grandchildren. A complete copy of Dean Holton's obituary is available at: http://www.berkeley.edu/news/media/releases/2005/10/28_holtonobit.shtml.

The family asks that donations in honor of Holton be sent to Doctors Without Borders at http://www.doctorswithoutborders.org/donate/.

Haas Mourns the Loss of Alumnus and Lecturer Paul Rogers

The Haas School community mourns the tragic loss of alumnus and entrepreneurship lecturer Paul Rogers, who together with his wife, Julie Wycoff, was the victim of a fatal attack on January 31.

Rogers, 48, and his wife were killed in their home in El Cerrito, Calif., allegedly by Wycoff's brother, who was arrested later that morning.

Rogers earned his JD/MBA, 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 Meador, which he founded in 2003.

Passionate about entrepreneurship, he was a frequent guest speaker for the Haas School's Lester 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 flagship entrepreneurship course for full-time and evening and weekend MBA students. The course will continue to be taught by his co-instructor, Mark Coopersmith, MBA 86, who is also president of Brand Strategy at Addis in Berkeley.

In addition to teaching, Rogers served on the advisory board of the Lester Center and was a mentor to many fledgling MBA start-up ventures that sprung from this course and from the center's incubator, the Berkeley 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 Lester Center. "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 send their donations to:

The Rogers Family Memorial Fund
Mechanics Bank, El Cerrito Branch
9996 San Pablo Avenue, El Cerrito, CA 94530
Branch Telephone: 510-558-2300
Account Number: 4086-7846
Bank Routing Number: 1211-02036

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."

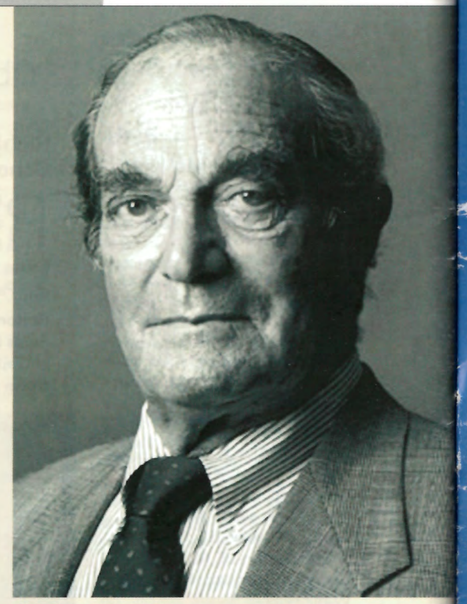
Peter Haas combined business acumen and deep personal values to make Levi Strauss & Co. a worldwide success. He served as the company's president (1970–81), CEO (1976–81), and chairman of the board (1982–89).

Financial World named him "Chief Executive Officer of the Year" in 1981, and *Time Magazine* named him a "Leader of Tomorrow" in 1953.

"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. Cheit, 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.

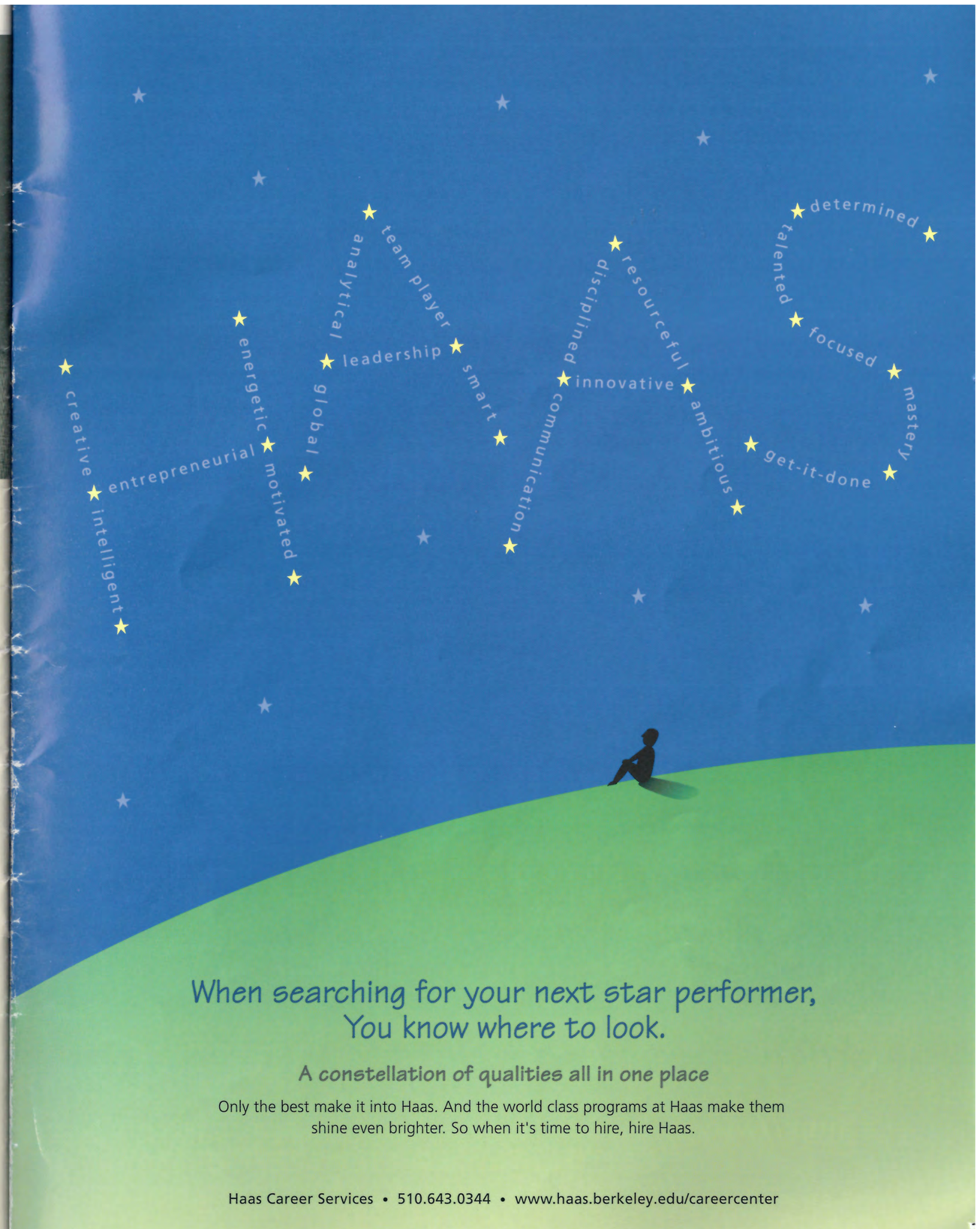


Peter Haas 1920 - 2005

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 $27 million cornerstone gift to the school that enabled the $55 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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