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

The Berkeley-Columbia Difference:
How Executive MBA Alumni Take Their Careers to the Next Level

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Berkeley-Columbia students Roland Deel and Emily Watson. Photo: Marks 05
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University of California
Berkeley
Haas School of Business
Haas Alumnus Gives $25 Million for Executive Education Building

An anonymous donor will provide $25 million toward a new executive education building for UC Berkeley’s School of Business. Berkeley Chancellor Robert Birgeneau announced in August the proposed facility will create needed space for teaching and on-site accommodations for executives attending Haas Executive programs. The generous gift was made possible by an alumnus of the Haas School who chooses to remain anonymous at this time.

This gift is the largest single gift ever received by the Haas School in its 107-year history. It is also among the largest single donations received by UC Berkeley, according to Donald McCloud, Vice Chancellor of University Relations.

The new teaching and short-term housing facility is part of a strategy to expand the programs of the Center for Executive Development at the Haas School, which provides senior business executives from around the world with leading-edge, non-degree management education. The increased revenue from the executive education programs will help the Haas School support its other academic programs and enable it to achieve its goal of financial sustainability.

The facility is in the early planning stages, and its size and location have not yet been determined. The facility will be in addition to the recently announced plans to build a new academic building serving the campus’s School of Lib (Booth Hall) and Haas School of Business across the street from the Memorial Stadium between the law and business schools.

This extraordinary gift will enable the Haas School to achieve its goal of being one of the top business schools in the world by reaching out to the business community with first-class management education.”

Richard Lyons December 14, 2005

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This extraordinary gift will enable the Haas School to achieve its goal of being one of the top business schools in the world by reaching out to the business community with first-class management education for executives at Berkeley and the Bay Area. We are grateful to this loyal alumnus and generous donor to Cal over the years, who wishes to remain anonymous.

“This gift marks a major turning point in the school’s history, and we look forward to all of the opportunities that it creates,” said Haas School Dean (acting) Richard Lyons. “The new facility will increase our capacity to develop corporate partnerships in a way that we have not had before. These partnerships are crucial to the school’s preeminence.”

Whitney Hischier, director of the Center for Executive Development and assistant dean at the Haas School, said the new teaching and residential facility will help attract top corporate leaders from around the globe to the school’s executive education programs. “This new facility will clearly help us grow our program significantly, and take advantage of the attractiveness of UC Berkeley and the Bay Area among top executives, who will be eager to visit and attend innovative learning programs.”

The Center for Executive Development draws on the rich resources, talent, and perspectives of world-class business educators and researchers from the Haas School to provide top-level non-degree executive education courses and custom programs to executives and companies around the world. Among its cutting-edge offerings are the Institute for Chief Information Officers, which is designed for future information technology leaders who have been targeted to assume significant responsibilities and the global BioExecutive Program, which delivers in-depth advanced knowledge and insights into emerging industry trends. Programs typically run one to two days to several weeks in length.

Revenue from executive programs will help support the Haas School’s academic programs for undergraduate and graduate students and enable the school to continue attracting the best faculty members.

The new residence and educational building will include state-of-the-art, high-tech classrooms, as well as first-class residential space that will permit executive education participants to live and study on the premises while attending a program. Offices for the Haas School’s Center for Executive Development will also be located in the building.

S3M Gift to Create
Maxwell Fellows

Jennifer Maxwell, 85 BB (Nutrition), has given $3 million to the Haas School in memory of her late husband, Brian Maxwell, 78 BA, 74 MBA, the founder of PowerBar. The gift will endow the Brian L. Maxwell Fellows Program for UC Berkeley MBA students. The program will provide awards equal to full tuition and required fees to MBA students who exhibit an entrepreneurial nature, a willingness to take a chance on something new, and a desire to move ahead in life. “I want these fellows to epitomize Brian’s philosophy,” says Jennifer. “This program is meant to be a continuation of his spirit as a mentor of those students and individuals who may be at a crossroads in their lives and drive and passion to pursue their goals.”
In 2005, the Maxwell created a new category of sports nutrition when they started making PowerBar in their own kitchen. As life-long runners, they saw a need for a compact food that would provide prolonged energy while exercising. The company grew and thrived in Berkeley, and in 1989 they sold it to Nestle S.A. in 2000. Brian Maxwell died in March of 2004 of a heart attack at age 51. Jennifer’s magnificent gift provides a fitting tribute to Brian in helping others who emulate Brian’s hard work and his willingness to strike out on his own,” says Tom Campbell, who is currently on leave as director of finance for the State of California, and who worked closely with Mrs. Maxwell on the fellowship program. “It will create a cadre of Maxwell Fellows who, over the years to come, will help each other as well as inspire students across our class years. Linked by the generous gift that enabled those students to come to Haas, and the example of Brian Maxwell in whose image the gift was created,” Brian’s energy and his creative entrepreneurship will be the model for the students who are chosen for these awards,” says Dean Rich Lyons.

Jennifer’s wonderful generosity in establishing this program is a testament to the bond they shared in athletics and in business, and we are very grateful for this spectacular gift. I hope that the establishment of the Maxwell Fellows Program will inspire others to support our school and its students.”

Rudd Family Endows Chair in Finance

The Rudd Family Foundation has pledged $1.5 million to fund the Rudd Family Foundation Chair in Finance at the Haas School. Virginia and Andrew Rudd, MBA ’78, chose to fund faculty in the area of finance to recognize Andrew’s long-term commitment to the financial industry. Over the years, the Rudds have supported initiatives to improve education at the undergraduate and graduate levels through their foundation giving.

“Andrew is a wonderful addition to our endowment, and it meets one of our highest goals,” says Dean Rich Lyons. “This chair will enable us to support a professor in one of the Haas School’s strongest academic areas and help the school retain its outstanding faculty members.”
Andrew Rudd and Barr Rosenberg have been a part of the economics at UC Berkeley, founded the Berkeley-based financial software firm Barc in 1975. Rudd was introduced to Rosenberg while still a student. He says, “That was effectively the founding of Barc. I went on to develop one component of what became the company’s first software offering.” Barc now operates 11 offices in 8 countries with a staff of more than 500. Rudd stepped down as CEO in 1999, and now is a Special Advisor to Morgan Stanley. In addition to his Berkeley MBA, Rudd holds an MS 72 and a Ph.D. 78 in Industrial Engineering and Operations Research from UC Berkeley.

Dean’s Column

B eautiful Stanford. Imagine that. Being a Stanford alumnus is the annual goal of the Cat Bears against the Stanford Cardinal in football at the Big Game — a 100 plus-year rivalry between two great Bay Area universities. And the trend over the past five years is leaning toward Cal, with three wins and two losses.
But what about a goal of Haas School of Business beating the Stanford Business School, which for years has finished ahead of Haas in nearly every major ranking and is regularly considered one of the three best business schools in the world? Stanford is extraordinarily competitive, and we have lost a lot battles against them.

The good news is that things are changing for the better — rapidly. And the time has come when we finally have the means to achieve the goal.
In recent years, Haas has been assembling the elements and resources necessary to be considered one of the world’s very top business schools. Early evidence: Haas ranked #9 this year in US News — its highest showing ever. We believe we can match or eventually overtake Stanford on the key measures of success for elite business schools. While the effort will take years to achieve, the time is not nearly as important as our commitment to follow it through. Here are some structural changes that have suddenly put us in a winnable game.

• Haas can now hire faculty with its own funds, rather than having to wait for state-funded slots. As a result, we are expanding from 60 to 90 full-time, tenure-track positions to achieve parity with our competitors. We are one-third of the way toward our hiring goal.

• Haas can now pay market salaries to attract and retain the best professors. How important is this? For the first time, we were successful this spring in hiring a faculty member away from Stanford.

• Haas can now charge market rates for most of its graduate management programs, and not for all. Freedom to set prices at market supports a level of excellence we couldn’t afford before.

• Those structural changes and the improvements they have enabled have g overn and friends supporting Haas as never before, providing resources on a par with our ambitions. The magnificent gifts chronicled on these pages are proof. This is only the beginning.

The bottom line: Haas is entering a new era in which it can compete with the Stanford’s of the world on a level playing field. If we believe in the goal, we can get the help, we can beat Stanford.

Imagine that?

Richard Lyons
Dean (acting)

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Due in part to Gehrmann’s efforts, 18 new financial services firms interviewed on campus this year for the first time. They included Bank of America, Hahn Capital Management, Altis, Fidelity Ventures, and Perseus. In addition, several firms returned to Haas after a gap in recruiting, including Goldman Sachs, Morgan Stanley, and Citigroup. When Dean Rich Lyons traveled to New York last February, he met with key recruiters and informed them of the new account manager. “I found that all of these firms were impressed and excited that we’ve dedicated an account executive to the finance market, on the ground, in New York,” says Lyons. “With this move, we are clearly demonstrating our commitment to providing excellent support to east coast recruiters and giving them increased opportunities to hire Haas.”

Future Optometrists Get Business Edge
UC Berkeley optometry students are getting a leg up in basic business skills from SOM. SOM faculty through of a special program to prepare future optometrists to manage their own private practice. Workshops in the new Executive Eyecare Business Program, a collaboration between the Haas School and the School of Optometry, began last year. The program sharpens the business skills of eye care professionals so that they will be better prepared to run their own private practices after graduation.

“There is often unrecognized need for management skills in non-corporate environments,” says Andy Chogan, associate dean for student affairs. “TheHaas example of Haas leveraging its expertise to help another discipline interested in elevating the business savvy of its practitioners.”

Fall Events at Haas
September 30 - October 1 Cell/Haas Homecoming
October 21 Haas Gala with Janet Yellen, CEO of San Francisco Fed
November 5 >play Digital Media Conference
December 2 Rodrigo Rato, managing director of the IIM

LucasArts to create a business plan for a game title: LucasFilm to make web site recommen- dations, Ubisoft on the market for one of their games; and Virgin Mobile on next genera- tion music applications for their cell phones. In addition, members have visited firms in the Bay Area, New York, Las Vegas, and Los Angeles. This fall the club will organize >play, a Digital Media Conference at Haas on Nov. 5.

The club’s web site hosts an active blog on current topics as well as notes on its upcoming events and industry trips. Check out the site at http://dmcs.haas. berkeley.edu.

Haas Trains Russian Professors
St. Petersburg University’s School of Management (SOM) in Russia is moving one step closer to Western-style man- agement research and educa- tion with the help of the Haas School. The faculty of SOM’s Ph.D. program are being trained by Haas School faculty with the goal of elevating the quality of research in business and management science in the former Soviet Union. The training of new Ph.D. faculty is the latest instance of Haas support for the SOM, Russia’s first Western-style business school. The SOM is modeled after the Haas School, its founding partner of 12 years. In that time the SOM has grown from 35 students to 1,500, in undergraduate, MBA, international MBA, and doc- toral programs.

“This will make the SOM’s pro- gram even stronger,” says the former Soviet Union to move toward the structure of programs in the US and Europe,” says Suzanne Campbel, executive director of the UC Berkeley-St. Petersburg University School of Management Program. Future plans for the SOM include an Institute for Research in Management and an English language executive MBA program, reflecting the schools’ com- mitment to both strengthening scientific research and pulling Russia’s future corporate man- agers in business leadership.

Hendershott and Dal Bò Honored
Assistant professors Ernesto Dal Bò and Tenorio. Hendershott have been named the Haas School’s 2005-2006 Schneeweiser Fellows, the highest honor bestowed upon assistant professors by SOM.

“The Haas School is actively pursuing the very best talent to join our faculty. Ernesto and Terry’s outstanding research and exceptional scholarly growth is very much in line with that effort,” says Dean Rich Lyons. Dal Bò, assistant professor in the Business and Public Policy Group, studies the forces that influence public policy, using game theory to model how groups exert pressure on public officials through bribery, smear campaigns, judicial harassment, or even violence.

Hendershott, assistant pro- fessor in the Haas Operations and Information Technology Management Group, studies the impact of technological innovation on traditional finan- cial markets and has exten- sively addressed how electronic trading systems compete with stock exchanges.

Both received a small cash prize and a research budget in January 2005. They will also have a reduced teaching load for the 2005-2006 academic year.

Lester Center Honors Kramlich
One of Silicon Valley’s early venture capitalists, C. Richard Kramlich, was given the 2005 Lifetime Achievement Award by the Haas School’s Lester Center for Entrepreneurship & Innovation last spring. Kramlich is the co-founder and general partner of New Enterprise Associates (NEA), one of Silicon Valley’s premier venture capital firms. “Over the past 30 years, he has become known as an exceptional investor, exemplary leader in the entrepreneurship commu- nity, and ardent champion of the venture capital commu- nity’s interests,” says Jerome Engel, executive director of the Lester Center. Kramlich has built a reputa- tion as someone who is down-to-earth and informal and who possesses a skill for picking partners and deals wisely. This has led to the suc- cess of NEA, which he helped to create in 1978. Of the 500 companies NEA has invested in, 149 have gone public, including 3Com, Silicon Graphics, Juniper Networks, and Arasor Technology.
In Brief

Haas Student Teams Win National Competitions

Haas Wine Global Ethics Challenge

The Berkeley MBA student team won the first-ever Social Responsibility and Ethics Challenge, sponsored by Thunderbird, the Golin School of International Management in Glendale, Arizona. The competition, which took place in April, attracted 56 MBA teams from business schools around the globe, including UCLA Anderson School, Kellogg School of Management, University of Southern California’s Marshall School, HEC Montreal, and London Business School.

The Haas Wine Global Ethics Challenge team included Aaron Ackermann and Steve Hardgrave, both MBA 06, and Seth Birdsnell, Kirsten Tobey, and Eric Potts, MBA 06. Competitors were challenged to develop socially responsible solutions to real business dilemmas. For the finals, five teams developed strategies to help Tyco International install a ten-year covenant on its new corporate ethics program across a large number of divisions. The top three teams won cash prizes of $5,000, $3,000, and $1,000, and each donated half of the prize to their charity of choice. The winning ‘Jackrabbits’ team donated half of their $5,000 prize to BAYCAT, the Bayview Hunters Point Center for Art & Technology.

Fair Trade Firm Shines among Social Ventures

A Haas Team, World of Good, a producer of global-fair trade-certified, fair-trade certified gifts and accessories, beat out eight teams to take first place at the Global Social Venture Competition in April. The team members are: John Huang, MBA 05; Kenneth Miller, MBA 05; Justin Black and Glamour Pizza, both Ph.D.s 05 in electrical engineering and computer science; and Philip Stephenhow, Ph.D. 06 in mechanical engineering.

The Harmonic Devices team also won the UC Berkeley Nanotech Challenge and the Elevator Pitch Challenge at the University of San Francisco’s annual International Business Plan Competition in early 2005. UC Berkeley’s competition is organized annually by Berkeley MBA students and hosted by the Haas School’s Lester Center for Entrepreneurship & Innovation in collaboration with UC Berkeley’s College of Engineering, the School of Information and Management Systems, and the UC San Francisco.

Haas Team Triumphs at Finance Contest

The Haas School team of MBA and financial engineering students won the 8th Annual Graduate Business School Financial Engineering Competition held at Lehman Brothers in New York.

The team — Luca Benno, MFE 05, Alex Bauer, MBA 05, Jaime Lee, MFE 05, Yvong Li, MFE 05, and Steve Lang, MFE 05 — defeated competitors from five of the nation’s top MBA programs: Wharton, Chicago, Columbia, MIT, and Carnegie Mellon. Professors Richard Stanton and Nancy Wallace served as the team’s Haas faculty advisors. The case involved credit derivative products that were secured by home equity loans, which exposed investors to potentially significant levels of real estate risk. The Haas team was the only team to solve the case completely. They won by a unanimous vote of the judges.

MBA’s Win National VC Competition

Barclays MBA students won the $10,000 grand prize at the eighth annual Venture Capital Investment Competition (VCIC) held in April at the University of North Carolina’s Kenan-Flagler Business School.

The Berkeley MBA team, which had placed second at VCIC’s Western regional finals in February, included Manuel Rodriguez, Alex Jeffers, Daniel Yoo, Josh Scott, Camille Lands (who could not make the trip to UNC), and Jaff Ranaoud (who oddly stood in for her). They beat competing business school teams from the universities of Chicago, Colorado, Harvard, MIT, Texas, North Carolina, and Pennsylvania.

In the competition, participating teams evaluated business plans and presentations to decide which plans would fund their role as venture capitalists. A panel of actual venture capitalists then judged the teams’ investment decisions. The Berkeley MBA team’s winning strategy was not to fund any of the business plans presented.

Intell and Haas Join Forces

Intel and the Lester Center for Entrepreneurship & Innovation are joining forces to divest job creation and economic competition. The partnership aims to boost entrepreneurial knowhow in emerging technology hotbeds around the world with a new "train the trainer" program for entrepreneurship faculty.

Part of Intel’s Higher Education initiative, the new "Technology Entrepreneurship - Theory to Practice" program offers a teaching curriculum that was developed and will be taught by faculty of the Lester Center. The goal of the program is to foster enterpre- neurship education around the world, helping to create innovative business people with cross-disciplinary skills, technical expertise, and the ability to seize market opportunities.

Intel will fund and organize the two-day seminars to be held in five venues in Brazil, China, India, Japan, and Europe over the next 18 months. Attending each seminar will be 15-20 faculty members from several colleges and universities in those regions.

"The program will provide a framework and curriculum that college faculty can adapt to their local situations, building on a proven approach, ultimately encouraging entrepreneurship around the world," says Jeroma Engle, executive director of the Lester Center, who will be leading the program.

The program will include classroom exercises and other learning tools that university professors can use to educate technical graduates of the basics of entrepreneurship. Attending faculty are encouraged to share how they apply their newly gained knowledge on the process of commercializing technology with their curriculum to other faculty at their schools. This will allow faculty worldwide to view, use, modify, and refine various approaches to an entrepreneur curriculum.

Redesign Promotes Collaboration

The revamped Bakar Computer Center has reopened with a new layout to accommodate the collaborative, laptop-enabled study habits of Haas School students.

Rows of fixed cubicles have been replaced by an open workspace that makes it easy for students to gather around or a cluster of computers for a team project. "The new space more accurately reflects the way our students study and work - together," says Zane Cooper, chief technology officer and director of Haas Computing Services.

The center’s redesign also enhances existing technology and now features a new data cable plant to increase access speed, improvements to wireless access, and better support of laptop computers. Numerous small details contribute to keeping the space user-friendly, such as data ports that can now be accessed on desk tops instead of on the floor.

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New Faculty Books

Japan’s Network Economy: Structure, Persistence, and Change

James L. Limogis and Michael L. Gerlich

Cambridge University Press, 2004

Collaborative Entrepreneurship: How Networked Firms Use Creative Innovation to Compete

Lucas E. Grant, Miles J. Grant, and Charles G. Snow

Stanford University Press, 2005

David Vogel and Brooks Institution Press, 2005

The Market for Virtue: The Potential and Limits of Corporate Social Responsibility

David Vogel and Brooksville Institution Press, 2005

Summer 2005 Calbearbus
Creating a Place for Open Innovation

Henry Chesbrough on strategies and tactics to encourage new ideas at your company.

Henry Chesbrough, Ph.D. ’97, is the executive director of the Center for Open Innovation at the Institute of Management, Innovation & Organization at UC Berkeley. He is also adjunct professor in the Management of Technology Program, where he teaches Managing Innovation and Introduction to the Management of Technology.

Here is an excerpt from chapter nine of his award-winning book, Open Innovation.

In many industries today, the logic supporting an internally oriented, centralized approach to research and development has become obsolete. Useful knowledge is widespread in many industries, and ideas must be used with alacrity if they are not to be lost.

These factors create the new logic of Open Innovation, which embraces external ideas and knowledge in conjunction with internal R&D. This logic offers new ways to create value, along with the continuing need to claim a portion of that value.

The presence of many smart people outside your company is not simply a problem for you or a fact of life to be regretted. It poses an opportunity for you. If the smart people within your company are aware of, connected to, and informed by the efforts of smart people outside, then your innovation process will reinvent fewer wheels. What’s more, your internal efforts will be strengthened and multiplied many times through their embrace of others’ ideas and inspiration.

This is a powerful value creation engine; it will not, however, enable you to capture a portion of that value. For that, you will need your internal R&D activities.

They help resolve complex interdependencies in nascent technologies to create architectures and to advance them later on. Your business model will define what portions of the value chain you will need to provide internally, and it will link those portions to the surrounding value network that creates and delivers that value to your customers. Buying and selling intellectual property is a powerful way to establish and accelerate the realization of your business model. And mechanisms such as corporate venture capital, licensing, spin-offs, external research projects, and IP are today important levers in the innovation process.

There remain, however, the significant problem of transition: How can you and your company move from a mentality of Closed Innovation to one of Open Innovation? In a related vein, how can you persuade your organization to give up a certain amount of control, to access and utilize the wealth of external knowledge? Here are some ideas to help you begin this transition, to begin the journey toward a more open innovation process.

Taking Stock: Survey Recent Innovation Activities

A good place to start on Monday morning is to take stock of recent innovation activities in your own company and in other companies in your industry. The key here is to build a strategic map that shows the sources of recent innovative ideas for your company and your industry. Ask yourself these questions as you build your map:

- Where have the important ideas in your company and your industry come from in the past five years? How have they fit with your business model?
- What role have start-up organizations played? Have they been able to penetrate the market and gain share?
- Where have their ideas come from? What is their business model?
- What role do venture capitalists and other private equity investors play in your industry? Are they active investors? What explains the bets that they are making? How do these bets compare to the bets your own company is making?
- What role do universities play in contributing knowledge and understanding to your company and your industry? In what areas of importance to your company are the key departments in those universities working? Who are the top professors in those areas?

Consider the first question, the source of recent innovations in your industry. In workshops with executives, I invite them to list some of the key innovations that have come into their industry in the recent past. I then inquire about the source of these key innovations. Often, many important innovations that really changed the industry actually came from some rather surprising places, places one wouldn’t initially think of.

I also find that many companies’ own R&D staff members are happy meeting shorter-term objectives and incremental innovations that they contribute fewer fundamental insights than their budgets would initially suggest.

Defining your own business model is an important related exercise. What is your target market? What is your key value proposition to that market? How do you get paid? How do you create and capture value? Who are the key customers or parties? Many companies lack clear, consistent answers to these questions.

It is valuable to capture your business model and then share it within your company. Among other benefits, your business model provides a language for connecting technical activities and business activities in your innovation process.

Once you have defined your own business model, look at which companies have recently started up in your industry. Are any of these entrants experiencing success? If so, why? What is their business model? How does it differ from yours? These startups can be important sources of experimentation with business models, technologies, and markets in areas that established companies often neglect. Many large companies don’t follow startups very closely or take them very seriously.

In a world of Open Innovation, it is a mistake to ignore startups, and it is a virtue to study and learn from their experience.

Another exercise is to take a venture capitalist to lunch. This is harder than it may seem. Most venture capitalists lead hectic lives and are very hard to schedule. And many of them find little in common with executive committees. So be prepared for a skeptical reception.

You’ll find that thoughtful venture capitalists will make time for you, though, if you’re willing to share information about markets and technology trends in areas in which they are actively investing. And you’ll find that they have well-informed opinions about these issues as well and have “put their money where their mouth is” by investing accordingly.

Don’t be surprised if these opinions differ from your own, and resist the tendency to defend your views. Instead, listen and see whether there may be some merit in their perspective.

Remember that you do have something of value to offer: Your company may be a co-investor, a technology or marketing ally, or even an eventual acquirer of a venture capital firm’s portfolio company. These days, in the collapse of the stock market bubble, savvy venture capitalists are seeking to build stronger relationships with corporations.

Finally, you should assess the state of relations between your company and any universities whose faculty are doing research in areas of interest to your industry. A good relationship involves far more than simply donating some money when the development office comes calling. It requires you to build personal relationships between your technical staff and individual faculty members and their students. You will need to share information, ideas, successes, and failures with them. You should be prepared to learn from them, as well.

This inventory of your current innovation activities will help you perform two critical tasks that will define your company’s future: First, it will advance your current business. Second, it will define and grow your new business.

Publicly Funded Innovation

Professor David Mowrey sheds light on the debate over who benefits.

By Marguerite Rigoglioso

David Mowrey is the William A. & Betty H. Hasler Professor of New Enterprise Development at The Haas School of Business.

The American university system has proven to be a remarkable engine of innovation, generating an unprecedented number of new licenses for faculty inventions over the past 20 years, says Haas Professor David Mowrey. Such patents have spurred significant and sometimes life-saving new developments in science and technology. But, says Mowrey, new debates over who should reap the financial benefits of publicly funded R&D threaten to disrupt the free flow of technology transfer from university to industry—development that would ultimately hurt the global public interest.

The productivity of US universities is particularly unique among world’s educational systems for a number of reasons, Mowrey explains. "The American system is so much bigger than those in Europe or Asia," he says. "Unlike its foreign counterparts, it is also not centrally administered by the government. Instead it's very decentralized and characterized by lots of institutional autonomy and interuniversity competition. One thing universities compete for is resources, and that creates strong incentives for faculty to seek out research collaborations with industry.

The presence of a healthy venture capital industry has also been a major institutional force in the commercialization of university technology in the United States. "There are not many counterparts of the same scale in other industrial economies," Mowrey notes. In addition, American universities are characterized by much more professional mobility than foreign institutions of higher learning. Faculty members and post-doctoral students are continually moving back and forth between universities and industrial research laboratories, which creates an atmosphere of entrepreneurial vitality.

Mowrey's most recent research on what motivates the transfer of technology from universities to industries appears in Ivory Tower and Industrial Innovation, a volume co-authored with Richard Nelson, Bhavesh Sampat, and Arvind Ziedonis. In the volume, he argues that public policy, particularly the Bayh-Dole Act of 1980, which made it easier for a university to file for patents and negotiate licenses associated with that patent, has been a "facilitator but not a savior" for the commercial development of new technologies over the past two decades. "Although the law gives universities more legal and financial control over their inventions, it's really the unique infrastructural characteristics of the American educational and industrial complexes that govern innovation," says Mowrey. Another volume he has co-edited, The Oxford Handbook of Innovation, also explores the wider systemic setting in which universities and the role of institutions and organizations in this context.

The question of legislation's role in promoting innovation is important for foreign governments, who are looking at Bayh-Dole as a possible model for stimulating technology research and commercial transfer in their own universities. Mowrey's study of records from the technology licensing offices in the University of California system, Stanford University, and Columbia University, reveals that these universities were already actively licensing and patenting faculty inventions well before the act, and that Bayh-Dole increased such activity only modestly.

Mowrey cautions that American universities may now face a threat from a public that is increasingly concerned over where profits generated by the commercialization of new technology should rightfully go. A particularly vociferous debate is now taking place in California, for example, concerns how public funding for Proposition 71, which has opened the door to stem cell research, should be handled. Should intellectual property and patenting laws be tweaked to make some of the royalties from developments in this area go back to taxpayers and not just to the coffers of universities and biotech companies? Mowrey argues that doing so will open bureaucrats and raise the costs of such research.

Although Bayh-Dole may not have contributed to the economic boom of the 1990s as some observers assumed, it still serves an adequate body of rules to govern who should reap the rewards of scientific innovation, Mowrey contends. "To begin tampering with this legislation on the question of stem cell research in order to set up what amounts to a separate set of laws for this new area of research will dramatically raise overhead costs and serve as a drag on innovation," he says. "The relatively small amount of money that will be returned to taxpayers will hardly make it worth it."
Leveraging the Power of Two

Celebrating the Success of the Berkeley-Columbia Executive MBA Program

By Kim Girard

EO Jim Rogers and his three business partners had hit a wall at their clinical trial software startup Nextrials. Scientists by trade, none of them had a deep understanding of finance, accounting, or even product marketing. That led to critical business decisions based on hunches, rather than what they actually knew to be true, guesswork that was taking its toll on their San Ramon, Calif., based business.

“There’s only so far you can get using common sense,” says Rogers, who holds degrees in both biology and biochemistry. “Over time, the partners agreed that Rogers should return to school for an MBA. He picked the Berkeley-Columbia Executive MBA program, where he could complete a prestigious program in 19 months and earn a degree from both institutions without leaving his job. “Three days a week every third week was perfect for accommodating my schedule,” says Rogers. MBA 03.

A flexible schedule is only one of many reasons executives seek a degree from the Berkeley-Columbia program, lauded by graduates for its academic rigor, quality of its student body, and invaluable alumni network.

Launched three years ago by former deans Laura Tyson (Haas) and Meyer Feldberg (Columbia), the program offers students the best of two worlds: Berkeley’s entrepreneurial and management vision and ties to Silicon Valley, and Columbia’s finance expertise and proximity to Wall Street. The program has been an overnight success, attracting stellar classes of students since its inception. The program is also Columbia’s first domestic partnership, joining their existing executive MBA offerings, which include a partnership with the London Business School where Laura Tyson is now dean.

“What’s unique is that we bring together the East and West Coasts,” says Robert Glesson, executive director of the BCE MBA program. “Students are getting access to the world renowned faculty of each school,” says Michael Fenlon, associate dean of the Columbia Business School. “We’re delighted with the success and the momentum of the program.” Administrators from both universities began negotiating terms of the new program in 2000; the first class entered in May 2002.

“We were committed to creating a curriculum that was equivalent in rigor, depth, and breadth as the MBA degree that our day and weekend students receive,” says Andy Sturgeon, associate dean of Berkeley’s Haas School of Business, who helped create the program. “We also had to meet the degree requirements of both schools.”

The program is structured as five terms that span 19 months, beginning in May and ending the following December. Students split their time between the two campuses. Although students spend more time at Berkeley, instruction time is divided equally among Berkeley and Columbia faculty. It’s a grueling schedule, but one that many students find rewarding both academically and personally.

“One of the really cool things about the program is that you get to know people incredibly well because of the intense shared experience,” says Alice Hansen, a managing director at the public relations firm Burson-Marsteller in San Francisco.

Professional diversity is crucial to the BCE MBA program, which draws students from vastly different careers, including lawyers, doctors, entrepreneurs, scientists, engineers, and bankers. “I can’t imagine meeting a more interesting and dynamic group of individuals who have been successful in so many areas of their lives,” Glesson says.
When other Hay School students were overseeing new Internet business models during the dotcom boom, Wendy Adams, MBA ‘97, just wanted to learn more about the business of biotech. So in 1998 she and fellow student Todd Morrill, MBA ‘98, bought a student-initiated course that was one of the first biotech classes at Haas.

“There were few people interested at the time,” Adams recalls. “Everyone was involved in the Internet. We thought technology meant more than that.” Seven years later, both Morrill and Adams have biochemistry careers, Adams as a consultant and Morrill as chief business officer at Trellis Biociences. But they keep coming back to Haas to teach a course on biotech entrepreneurship. Adams and Morrill are only two of the many Haas graduates who have taught the school as lecturers or adjunct professors over the years. They have joined the ranks of management consultants, engineers, entrepreneurs, and more who teach at Haas, sharing a collective desire to give back to the school and connect with the next generation of business leaders.

Stephen Enzer, BS ’83, MBA ’89, a partner at Geotax Capital, has spent his career in private equity, which gives great experience that he brings back to students. “My goal is to be there to the faculty teaches and apply it to the real world,” he says. Enzer’s undergraduate Corporate Finance class draws throngs of enthusiastic students, 60 a semester, with another 60 on the waiting list. Since 1995, he has taught 29 straight semesters; more than 300 students.

David Heide, Ph.D., MBA ’95, has been constantly learning from students who take his entrepreneurship class. He, too, has much to offer. Channing, the project development director at the nonprofit Technology Ventures Corporation in Livermore, cleans experience by starting companies of his own. Each spring, he teaches a startup workshop to MBA students where they walk through the process of building a company. He helps them prepare to navigate the tricky startup world and, he says, about half his students go on to start their own companies. “It’s great to see the course and the conclusion of the lessons they learn from the class,” Channing says.

A handful of Haas alumni have made teaching at Haas their new career. Paul Tillery, Ph.D. ’85, a senior lecturer who teaches at Haas and the Wharton School, among others, worked as a management and financial consultant before choosing the academic life. Tillery started teaching at Haas in 1994 and now teaches four classes a year in the MBA program and one in the Berkeley-Columbia Executive MBA program. Thomas McCaughey, who teaches Management Science and Quantitative Analysis, started teaching while working on his Ph.D. at Haas and never left. McCaughey (BA and BS ’67, JD ’75, Ph.D. ’77) says his teaching style has evolved over the decades. “During the mid-80s we started enrolling students into the MBA program two or three years out of school instead of immediately after their undergradu- date degree,” he says. “These young professionals had a real-world perspective and wanted teaching that applied to the workplace — that made it interesting.”

Leo B. Heide, MBA ’69, has juggled multiple careers over the decades, including teaching at the Haas School. He was an established CPA, attorney, and businessman when he came to Haas. While teaching accounting and other courses, he pursued his MBA. He is perhaps best known for introducing the first entrepreneurship class at Haas with then-Dean Richard Holton in 1979, one of the first entrepreneurship classes at any business school. For the past 11 years, he and Adjunct Professor Neil Nellis have co-taught a law school business class called “Top Down Law.”

Heide is retiring this year after 59 years of teaching, 38 of which were at Haas. He says he has taught for so long for the love of it. “I liked the people — the students, the faculty, the deans, and the school,” he says. “I’ve learned something new from students in every class that I’ve taught through all of the years.”
Joy Kovaleski, BS 77  
Founder, Funzone Inc.  
Los Angeles, CA

Joy Kovaleski, BS 77, overseas monkeys, frogs, and elephants. No, she's not a zookeeper. Her animals are strictly of the plush kind. They are toys that were developed for companies like Cost Plus World Market, Gymboree, Big Dogs Sportswear, and PetSmart by her company Funzone.  
The seeds of Kovaleski's company were planted right after graduation from UC Berkeley when she was in product development at Avon in New York City. There, she designed, marketed, and production teams would collaborate to bring a new product to market. "We always talked about 'playing' ideas," she says. One such example was when they came up with the idea to package lip balm with colorful graphics and fruits on the container. It turned out to be a huge success. Finding ways to combine creativity with business has been a hallmark of her career ever since.  
Kovaleski returned to California in 1984 to work for the gift company Applebake. She was propelled up the career ladder, landing at vice president of product development and design as the company grew from $80 million to $280 million, and licensed characters from Disney, Warner Brothers, and Sesame Street.  
Kovaleski recently reconnected with the Haas School and is now active in the Haas Alumni Network Chapter in Los Angeles and the LA Development Council. "Giving back to Haas has been both professionally rewarding and fun," says Kovaleski. "I hope all my fellow alumni take up the challenge and join me!"

Deborah E. Gallegos, MBA 95  
Chief Investment Officer  
New York, NY

Deborah Gallegos, MBA 95, likes a challenge. And as Chief Investment Officer for New York City she has found one: she is at the center of one of the most complex city governments in the nation, supervising investments for New York City's five pension funds, which together have close to $89 billion in assets. The systems fund retirement for the city's civil servants, teachers, firemen, police officers, and board of education.  
After earning her MBA from Haas in 1995, Gallegos has accumulated a combination of private and public experience that is a perfect match to her position in New York. "I know how to work with trustees, work in the government sector, and to compete with the street," says Gallegos. Gallegos moved to New York from a less high-profile post as deputy state investment officer for the New Mexico State Investment Council, where she oversaw a $1 billion private equity program and worked with the governor on investing $1.16 billion in assets. Before that she worked in the private sector with firms at Callan Associates (a pension fund consulting firm), Morgan Stanley, and JP Morgan Fleming Asset Management.  
In every step of her journey from equity research to asset management to government, she noted that she received lots of encouragement. "Being a minority woman, I have benefited from the advice of mentors over the years," says Gallegos. "That has been important to me – having people who give long-term career advice and who have an interest in helping me succeed."
Ted Lee, MBA 66

Chairman, Urban Land Company
San Francisco and Las Vegas

Early in his life, real estate developer Ted Lee, MBA 66, saw firsthand the possibilities of investing in real estate from his father’s experience. “He was a buttser with no formal education, but he bought three modest pieces of real estate and was able to retire at an early age,” says Lee. “I thought: With my education, I should do at least as well as my father, which would be at right.”

After he graduated with his MBA from Haas in 1966, Lee took on the role of real estate advisor for various minority communities in California and worked on urban redevelopment projects on their behalf. He has had a hand in creating such projects as San Francisco’s Japantown and Jones Memorial Homes, Sacramento’s Chinatown, and the Filipino Center in his own hometown of Stockton.

In 1972, he decided to make the leap from working with real estate developers to becoming a developer himself. “It’s an area where you can start at the bottom and become a successful competitor,” he says. He created the Urban Land Company, which he now manages with his wife, Doris, and two sons. The firm, based in San Francisco and Las Vegas, has 500 acres of properties, including casinos, hotels, restaurants, auto dealers, apartments, offices, and warehouses. While Lee’s portfolio seems to have just about one of everything, this variety of properties is due to his determination to develop each parcel of land to its highest and best use. Always in search of the most challenging or interesting investment, he now averages two new projects a year.

At the Haas School, the Lees have endowed the Joe Shoong Chair which is part of a program to encourage interdisciplinary teaching with the Law School and the School of Environmental Design.

Kasma Loha-unchit, MBA 75
Founder, Thai Food and Travel
Oakland, Calif.

Once Kasma Loha-unchit made up her mind to go into cooking as a profession, she put her marketing background from business school to work to diversify her product mix—not only does she offer cooking classes, but she now leads tours to her native Thailand and has written two successful cookbooks.

Loha-unchit is the founder of Thai Food and Travel, a cooking school and tour company she’s run since 1985. For much of the year she teaches classes in Thai cooking and from November through February leads intensive trips to her native Thailand. Her books—A Thai Kitchen Lovers’ Cookbook (now in its 1999) and Dancing Shrimps’ Favorite Thai Recipes for Seafood—are more than just cookbooks.

“My books tell a story about the culture and colors of Thailand.” She is currently working on a third book on Thai street food.

A resident of Oakland, Calif., Kasma took the long way around to her current career, first working in the corporate world as a marketing analyst for Fina’s Fund. When the insurer downsized, she took a buyout in 1981 and decided to pursue the cooking she loved as a girl growing up in Thailand.

“I have always cooked. Even when I was an undergraduate at Arizona State, I gave parties in my room, cooking on a little burner,” Loha-unchit said. “One of the main things I learned at Haas was that product is most important. You can’t market a product you don’t believe in.”

Mike Homer, BS 81
Chairman and Cofounder
Kontiki
Sunnyvale, Calif.

From humble blue-collar beginnings, Mike Homer, BS 81, has made his way to the upper echelons of the high-tech world through focus, determination, long hours, and a fortuitous penchant for computers. Now the chairman of Kontiki, the video-on-demand software provider he started nearly five years ago, he’s become well known in Silicon Valley as an influential manager and angel investor.

To put himself through UC Berkeley, Homer held down a full-time supermarket job. At graduation, he landed a job as a computer applications programmer, but was shortly thereafter snatched up by Apple to develop software. He soon became then-CEO John Sculley’s right-hand technical assistant, and eventually crossed over to manage new market developments.

He hit startup fever, Homer left Apple in 1991 to head marketing for a new company, CD, one of the first developers of mobile handheld computers. When venture capitalist John Doerr recruited him to the VP of marketing for Netscape in 1994, Homer became a major player in the creation of the commercial Internet.

Looking back on his 20 years as a manager, Homer says, “Berkeley taught me not only the nuts and bolts of business, but also how to work with diverse groups of people. That has served me well.” Homer has given back by supporting the Haas School’s Center for Responsible Business: “It’s taken me a while to figure out that being involved in business shouldn’t just be about making money,” he says. “It should be about contributing to society.”
Connected @ Haas

1A & 1B. CALIFORNIA STATE TREASURER PHIL ANGULIDES discussed his investment policies and programs for California at the Second Annual West Coast Private Equity Conference on January 19. Former 49ers quarterback STEVE YOUNG, co-founder and managing director of SORENSON CAPITAL, spoke on the parallels between life on the gridiron and the world of private equity.

2. IRA ENHEINERS, general partner at TECHNOLOGY PARTNERS (left), moderated an alumni panel discussion on energy technology at the Berkeley Entrepreneurs Forum on January 27. He was joined by BRYANT TONG, BS 77 (not pictured), managing director at Nth Power, and JOHN WOOLAND, (right) MBA 97, vice president of energy management solutions at Trojan. 3. VENTURE CAPITALISTS GLENN SOLOMON, general partner with PARTech INTERNATIONAL, GEORGE HOFFMANN, managing partner with BLUEPRINT VENTURES (both not pictured), and FARSHID ARMAN (pictured), director of VENTURE TECHNOLOGY at SIEMENS TECHNOLOGY-TO-BUSINESS CENTER, discussed corporate spinouts as venture opportunities at the February 24 Berkeley Entrepreneurs Forum. 4. WU-FU CHENG, ranked by Forbes Magazine as one of the Top 100 Venture Investors in the US, discussed the growing leadership role of Asia in the global economy in his keynote address at the fifth annual Asia Business Conference on February 26. 5. KEVIN FONG, managing director of MAYFIELD, addressed the new technology investment environment as part of the Management of Technology (MOT) lecture series on April 6. 6A & 6B. BARBARA DESOCE, MBA 77, chief technology, service & fulfillment executive for BANK OF AMERICA, delivered a keynote address to a capacity crowd at the ninth annual Women in Leadership Conference on March 5. She was joined by SHERYL O'LOUGHLIN, CEO of CLIP BAR, INC., who gave the afternoon keynote. 7. SAN FRANCISCO MAYOR GAVIN NEWSOM, who has dedicated his absolute commitment to "ending homelessness as we know it in San Francisco," gave the keynote address at the sixth annual Berkeley Conference on Housing and Urban Policy at Haas on March 11. 8. ROBERT J. SHILLER, YALE economics professor and innovator in financial engineering, received the graduating Masters of Financial Engineering class of 2005 with his commencement address on March 16. 9A & 9B. EDWARD PENNEY, president of the Gordon and BETTY MOORE FOUNDATION and former dean of UC BERKELEY'S SCHOOL OF PUBLIC HEALTH, shared the latest thinking on human stem cell research with Haas alumni at a special March 23 event. Pentney currently serves as vice chair of the Independent Citizen's Oversight Committee of the California Institute for Regenerative Medicine. The event was hosted by DON FISHER, BS 50, who is pictured here with former Haas School dean EARL F. "BUDD" CHEST (left). 10. C. RICHARD KRAMERICH, co-founder and general partner of NEW ENTERPRISE ASSOCIATES (NEA) and one of Silicon Valley's early venture capitalists, was presented with the Lifetime Achievement Award by the Haas School's Leaser Center for Entrepreneurship & Innovation on March 31. He is pictured here with Jerome Engel (left), executive director of the Leaser Center, and Sandy Robertson (center), founder of Robertson Stephens. 11. JOHN ELLINGSON, a sustainable development expert, gave the Annual Peterson Lectures on Corporate Responsibility on April 8 at the Center for Responsible Business Conference. 12. CARLOS MAGAZARDOS, director-general of the UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION, visited the school in advance of the second annual UNIDO/MIT Conference, which took place in April. He is pictured here with ANDREW ISSACI, assistant professor and executive director of the Management of Technology Program (right). 13. ROBERT REICH, former US SECRETARY OF LABOR and a visiting professor at the Goldman School of Public Policy, gave a keynote address on leadership and social change at the annual UC Berkeley Net Impact Alumni/Student Dinner, on April 12. 14. BRANDING GURU DAVID AKERER spoke to a full house on "Brand Portfolio Strategy" on April 26 as part of the David Aaker Distinguished Lecture Series in Marketing. 15. NOBEL PRIZE-WINNING PHYSICIST STEVEN CHUI, director of the LAWRENCE BERKELEY NATIONAL LABORATORY, delivered the keynote address at the 2005 Nanotech Forum "Nanosc Impacts: Societies and Economies," on April 30. 16. JENNIFER CHATMAN, THE PAUL J. CORETSE DISCUIMINATED PROFESSOR OF MANAGEMENT, interviewed JACK WEIDON, former CEO and CHAIRMAN OF GENERAL ELECTRIC, at a San Francisco Commonwealth Club event on April 27. 17. ARUN SARIN, MBA 78, MS 78, CEO OF VODAFONE, the world's largest mobile telecommunications company, spoke on leadership to a standing-room-only crowd of students in Arthur Andersen Auditorium on May 4. 18. PATRICIA C. DONN,vice CHAIRMAN AND MANAGING DIRECTOR OF BARCLAYS GLOBAL INVESTORS as well as a HAAS SCHOOL ADVISORY BOARD member, spoke at Haas Reunion on May 14 about corporate leadership. 19. Rainier venture capital firm JONE DOHERT gave the commencement address to the Berkeley MBA class of 2005 on May 22. The audience included newly mentored alumni from the Evening & Weekend MBA, Full-time MBA, and Berkeley-Columbia Executive MBA.
Undergraduate

1935
Harold "Bud" Moos, BS, reports his family may include alumni spread over five generations. His uncle (1908), daughter (1965), grandson (1995) and now two great-grandsons moved to Orinda for a near commute. The second great-grandson just started to walk, obviously in the direction of the Cal campus.

1940
John J. Archbold, BS, writes that after he spent 45 years in an insurance broker, a son now runs the business. He has three sons, John, William, and James. He has volunteered as treasurer for his home owners association in Encinitas.

1947
Jackson Eaves, BS, writes, "My wife, Pat Faber Eaves, BA 48, and I are very loyal Old Blues and enjoy the December luncheon in the Vella Fargo Room. (I worked 50 years at Vella Fargo) and took only two sick days! Now I'm retired and enjoying going to Eldorado Hotel. Sue, James C. Eaves, got a MBA from Haas in 1973. (See your last issue) Tricia has been to 70 Big Gemes, and Pat has attended 99. Could it be a record for a couple? Go Bears!"

1948
Millan E. Wright, BS, is writing a book called the Zipping Guide for Great Cal. and moving from Truckee to Rosemarine in Walnut Creek. Milton has been contributing to the development of old Highway 37. A historic wagon road from Donner Lake to Donner Summit and plans a hike in the area in October.

1950
Peter Lary, BS, served on the 2003-2004 Alameda County Grand Jury. He was a sergeant on armed forces. Seven of the 19 members were Old Blues and two were from the Harvard. No other university even came close. He is chairman of the finance committee of Oakland Rotary 3 and he and his wife, Jeanne, class of 52, reside in Alameda, Calif.

1955
Patti (Brayston) Bissell, BS, writes that her 80 year old father, a retired Oakland County Sheriff, just forwarded his youngest daughter, a registered nurse, who works in a hospice at a Memory Care facility in Granada Hills, CA. Her husband, John and their two sons (8 and 5) reside in Martinsville, VA. I will be visiting my older sister there next year. My other sister is an RN, I need a great deal, and I volunteer to some of the residents of my mother's retirement community, younger than most of the residents, but in her nice place and there is a lot to do. I enjoyed my CPA practice for many years and I made so many very fine friends.

1960
Richard A. Lyon, BS, has been a practicing CPA in Sacramento for over 35 years. He was president of the Alum Note for over 10 years.

1963
My small black cat, Cleopatra, is going to bond at my vet's while I am in California. I got the financials forming up when he started his practice, and we have a good relationship. I hope you have a good day.

1964
Robert Heard, BS, writes, "I am editing a 'Memories Book' for the Senior class of 55 reunion with pages submitted by classmates. I have given my time and resources to special non-profit projects and I still am practicing professional photography!" http://www.morningbebe.com/ oneview.html

1977
Richard (Dick) Gearhart, BS, is serving as the interim human resources director for Mendocino County in Utah. He retired four years ago as the Sonoma County human resources director in Santa Rosa and traveled with his wife, Sally (65), and did some volunteering. Now he is in the rug business and travels with Sally this spring to China. They continue to reside in Santa Rosa and will be rooting on the Bears again this fall and dreaming of roses.

1964
Schaubert Bailey, BS, see MBA notes.

1985
Robert C. Lohse, BS, has been a practicing CPA in Sacramento for over 35 years. He was president of the Alum Note for over 10 years.

1967
Richard A. Lyon, BS, has been a practicing CPA in Sacramento for over 35 years. He was president of the Alum Note for over 10 years.

1970
Nancy Levettenthal, BS 79, died Feb. 27 in San Francisco. Born in Los Angeles, Nancy majored in business administration at Cal and earned her B.S. in Business Administration. After becoming a CPA, she graduated from Loyola Marymount University with a Mater of Laws. Nancy practiced law with distinction in Los Angeles, New York, DC, and the west ten years of Bank of America in San Francisco. She enjoyed travel, the arts, a Cal football, and shared her many friends and large family. Nancy is survived by her parents, sister Joan BS 77 (business), brother Robert BS 84, sister (Joy) and her children (know Steve Goldblatt, BS 76), nine nieces and nephews.

1970
Hal Bogost, BS, and his wife, Laura, Lancacena, of Venice, Calif., adapted a baby girl, Annika, in September 2004.

1979
Cindy Coughlin, BS, writes, "After graduating from Cal, I spent a year in Europe working in Spain. Then I went to law school at UC Davis. After graduating there, I spent a year traveling via a one-year, around-the-world plane ticket. I then worked with one law firm for about six years before opening my own practice with one other
Alumni Notes
Submit your news online at http://haas.berkeley.edu/alumninotes

Mark Colker, GB BB, and his wife, Leslie, at Rome's Trevi Fountain.

2008
Benjamin Chin, BB, of Singapore, writes, "I'm this ma..." sugarsalt68@ix.com.

2009
Bradley G. Leimer, BS, of Berkeley writes, "Ever since..." sugarsalt68@ix.com.

2010
Ezra McKinnin, BB, was admitted into the partnership of Deloitte & Touche LLP in August 2003. Ezra is active in both the Berkeley Alumni Association and the Berkeley Alumni Association. He lives in Oakland with his family.

2011
Timothy R. Yee, BS, was appointed director of sales and operations at the top ranked AIG Douglas County, INC. Timothy is also looking forward to his 13th wedding anniversary. He would like to hear from Investmates and welcome their emails at Timothy.Yee@gmail.com.

2012
Edwin.

2013
Jeremy Ormoll, BS, writes, "It's been a while since I last updated everyone on my life. In 2004, I left the DIA firm in Enola, Pa., and Taid and I moved to Seattle. Wash., where I occupied a position as project manager for Prudential Northwest Realty. On Dec. 1, 2004, I became a junior father of a beautiful girl named Anvia Beth Ormoll. My wife and I are extremely happy and thrilled to be parents in 2005. I accepted an offer to be the new CFO for Prudential Northwest Realty. It is an exciting job, and I am enjoying the various aspects of my duties. I was happy to make it to the reunion this year to see some of my fellow classmates; however, it looks like I will have to work for the next one. If anyone is in the area let me know.

2014
Aubrey Lee and Chelsea Moore, daughters of Loretta Yee, BS, and wife, Kathy Lee.

2015
Jennifer Ormoll, BS, has moved back to California and has taken a position with Novellus Systems in San Jose as its financial planning and analysis manager.

2016
Honda. West.

2017
Austria/New Zealand
Iziko (Chicago) Charles Connor, MS, 96 czconnor@chicago.org

2018
Australia/ New Zealand
Sudhakar Madras, MS, 78 sudhakar.madras@nokia.com

2019
India
Murali Krishnan, MS, 78 murali.krishnan@nokia.com

2020
South Africa
Nokia. 2003 sladeg21@msn.com

2021
Mark Colker, GB BB, and his wife.
Lesley, at Rome's Trevi Fountain.
Garry Manuel, BS, writes, “I’ve been living in New York now for slightly over one year, and was recently promoted to marketing manager at American Express. I’ve also been volunteering for a nonprofit theater company, Divine City Theater, alongside fellow Cal alums Aileen Chang and Kris! Our hearts and brains mean to live our lives.”

Eugene Wang, BS, writes, “After some time in consulting, I co-founded an enterprise software company called FeedSystems [www.feedsystems.com], which helps marketing organizations realize efficiencies in the media buying process and track real-time ad spending data all the way down to the local level. We are still a very young company, and our client list includes Hyundai and LG Electronics. Currently I am focusing on building out the sales efforts on a new company, CreativeCoOp [www.creativecoop.com], which is a wholesale importer and distributor of home decor products. We have offices in the US and Asia, and will be independent resellers as well as the entire spectrum of traditional chain stores, such as Bombay Company, Target, Wal-Mart, and Dillard’s. On a personal note, I have found my partner in life and am marrying Melanie on June 15. She is formerly of Sullivan and Cromwell and currently in house counsel at USG in Hong Kong. We will live in Hong Kong for the immediate future before settling down in California. Until then, I will continue my semi-monthly 8,000-mile commute! I hope everyone is well. Go Bears!”

2000

Baara Cherlin, BS, writes, “I will be graduating this June with an MBM from the University of Wisconsin-Madison’s School of Business and look forward to some summer travels in China and Peru before venturing on a new career in brand management at Procter & Gamble. If any one is in Cincinnati, I’d love to meet up in the fall, scherlinba@alumni.berkeley.edu.”

2001

Yi Ding, BS, BS, writes, “I have a new feature film coming out on April 6. Here is the official Web site for the movie: www.smilethe-movie.com. This film is based on 80,000 stories and is for a very good cause, the ‘Beyond the Stairs’ awareness and prevention organization, Operation Smile, which the area sends doctors to third-world coun- tries to save children with cleft lip & palate. Billionaires of dollars are spent every year to make a difference in the world. Let’s hope that more films will be made for good causes like Operation Smile and to help those people who truly need our help. Cheers.”

Nicole C. Wongsong, BS, writes, “I started the new year with a job in the San Jose Mercury News handling reporting workplace issues. I’m writing about everything from how technology is changing the way we work to the increasingly diversifying workforce in Silicon Valley corporate cultures. If you have a tip or are willing to be interviewed on a story about your MBA class and me, I’ll be emailing at mwong18@mcn.org. I’d love to hear from you!”

Melissa Wong, BS, writes, “I’m an associate at a San Francisco investment bank. There are no dates yet, but we plan on getting married in 2006. We bought a house together and are living in Santa Clara. We also adopted a very cute brown tabby cat that loves to be chased up and down the stairs! I’m currently looking for a new career and enjoying the time of the moment.”

2002

Kathleen A. Byalovoy, BS, writes, “The last two years have been a lot of fun! All this time I’ve been working at Andritz Capital Management, including two years in New York. Beginning August 2004 I transferred back to San Francisco. My work and personal interest for international travel has taken me to Germany, Austria, Canada, India, and Denmark. An unfortunate ski accident forced me to cancel a ski trip to Switzerland and Italy. But in a few months I’ll be back on the road. Good luck all to the Bears with your life adventures! Look for- ward to seeing you all at our reunion in a few years! Go Bears!”

2003

Ashwini Baishnobi, BS, of San Francisco writes, “After a wond- erful two years of working in brand management at the Clorox Company I’ll be moving to England this fall to pursue a mas- ters in international relations at the London Business School. I’ll miss Berkeley and the Bay Area dearly, but I’ll be sure to bring the Cal pride to our next adventure! Go Bears!”

Jennifer Luc, BS, a participant in the International Management Program with HSBC Bank, has completed the 10-month rotation in corporate institu- tional banking and markets in Madrid. She has also been postal to Hong Kong to work for a personal finance divi- sion of the London-based and one of the world’s largest financial institu- tions by market capital. One of the professional highlights for Jennifer, while in Spain was his role in the largest European mergers and acquisition transaction for the past ten years. She is an MBA class of 2003, and in the fall I began medical school. I will be finishing my first year of medical school this coming May, and I’ll resume taking MBA classes this summer. Highlights of the program include a class called ‘Law and Ethics in Medicine’ as part of the MBA curriculum as well as “Operations Management.” My business background from Haas has proven to be so useful as I have been exposed to many of the topics in MBA curriculum as well as the use of a concrete applications of critical thinking obtained at Haas in the medical program. I miss California and the Berkeley spirit, and can’t wait to visit Go Bears!”

2005

David Amindavzadeh, BS, will graduate with a BS in business administration from Haas and a BS in analytics. He was named to the Dean’s List. Honors: Golden Key Honor Society, Mortar Board Honorary Society, and Phi Beta Kappa Honor Society. David worked at Lawrence Berkeley National Laboratory, and started his own non-for profit Geoharness, which specializes in providing all exploration and geophysics soft- ware to students and researchers alike. David is a national leader of tenants player in juniors. He also completed his master’s in geophysics from the University of California Berkeley in December 2005, and was recently hired as a project manager for a large geophysical survey of the Central American and has been working on a geophysical survey in the coming April at the Sur Int Joint Territory. He has accepted an offer with Microsoft in Redmond, WA to join its renowned financial program.

Recent graduate, David Amindavzadeh, BS, BS, makes his post-Haas leap...
Kaiser Permanentes. I retired in 1997. In 1999 I joined a large, dynamic church, Central Union Church in Honolulu, began receiving Medicare in 2000, real- ized I should roll in 2001, and began attending Pacific School of Religion in Berkeley, from which I received a Master of Divinity degree in May 2004. In April 2005 I received a Masters and later accepted a call as pastor from St. John’s United Church of Christ in Houston, Texas, where I became minister in September of 2005. Life is amazing! Nothing quite so good. Cheers and all be well.

Those who know me in the MBA program 1963 to 1964 Alaska.

David Glidden, MBA, of Boca Raton, Fla., writes, “On Feb. 8, 2005, I was inducted into the Medical Advertising Hall of Fame at its annual awards dinner at the Plaza Hotel in New York. The award recognizes contributions to the medical advertising profession, and was given for development of the first computerized medical reference and pricing; and placement systems for the industry, together with publication of the Medical Advertiser trade magazines, guides, and Web sites for over 25 years. While retired or in these areas, I am actively involved with GalenCardo Communications, which specializes in specialty and building evaluation evaluations and design. As I look out my window the snow is falling. The weather alone is quite an adven- ture.”

George Reitller, MBA, writes, “After living in the Bay Area for most of my career, I must have an offer to be the CFO of Simpson Gumpertz & Heger Inc. in Boston. SGI is a consulting engineering firm with offices in Boston, San Francisco, New York, Los Angeles, Washington, and Philadelphia. I have specialties in structural and building evaluation evaluations and design. I am looking out my window the snow is falling. The weather alone is quite an adven- ture.”

Kase hail Gibbon, MBA, has joined Fair Isaac Corp., the company that invented the FICO credit score, as product marketing director, in the San Diego office. In his role, he will be responsible for driving global responsibility for marketing predictive analysis based solu- tions to manage risk, prevent fraud and transaction-level decisions at major financial services institutions, telecom companies, and utilities around the world. He can be reached at kasehall@fair Isaac.com.

Joshua Giacomin, MBA, of Pleasanton, Calif., accepted a posi- tion that began in the fall semester as assistant director for Sigma Delta Tau at the University of Michigan.

Dana J. Jordan, MBA, of MV Valley, Calif., recently earned a DBA in finance from Golden Gate University. She has been an accounting professor since 2001 and is also a partner and the accounting firm of Jordan & Decker LLP, which he started in 1985.

After graduating from the evening MBA program, raymond J. Fry, a long time resident of Albuquerque, was paid as a paint chemist in Detroit and then earned his MBA and became a product development chemist at Chrysler. He then moved to Led Sustrans and worked for 23 years in finance and planning before retiring in 1999. Now he is working as a specialist in reverse mortgages for Bay Area Revere Mortgages.

Chris Gray-Smith, MBA, of Belmont, Calif., is CFO and executive vice president at Cothnark Inc. A South San Francisco biotech company, Chris writes, “After living in the Bay Area since my Berkeley days, I spent three years in San Diego and returned to the Bay Area in April 2004 to join Cothnark. Since that time, we have been growing rapidly and have gotten our first product approved for testing to treat pul- monary arterial hypertension. It has been a wild and busy time, and I look forward to recon- necting with my Berkeley friends!”

John Paul- Leonard, MBA, writes, “I’m still publishing books and bringing out my second proposal of 9/11 this month. 9/11: Synthetic: Made in America. The author is Webster Tarpley. The author of George Bush’s The Unauthorized Biography back in 1992.”

Shoshannah Miller, MBA, of San Antonio, Calif., has been elected to a second term as co-managing partner at O‘Connor & Partners LLP in Mountain View. Her prac- tice focuses on software licensing

invited motivated, passionate UC Berkeley students to participate in this unique program. Any one interested should contact Ms. Rocel Lockhart via email at vrcm@berkley.edu or vrcm@berkley.edu

2017

Robert Caruso, MBA, of San Leandro is president of the John Benigni Co., which special- izes in commercial and residential property management in the East Bay, where the company offers a broad range of property manage- ment and property construction services.

Steve Fabrictian, MBA, is earning his retirement on tropical Okinawa, Japan, where he and his wife are consulting in public health financing in the third world. While in Okinawa, he enjoys his walk to and from the pachinko hall. He writes, “I am struggling to learn Japanese, but the Okinawans are very kind and friendly and are tolerant of my attempts. The US bases are in the middle of the island and rarely see any Westerners here in Naha. The language is a real challenge to the latest crop of kids, too. Asami (14), Marina (12) and La- chan (10).”

G.J. Max Olive, MBA, of Calgary, Alberta, Canada, writes, “I’m motivational speaker to a lot of people I publish a monthly online newsletter, ‘Spirituality and Ethics.’ As of January 2005 it is available at www.vcaam.com Click on ‘Message Board’ and scroll down to the newsletter.”

William E. "Bill" O’Neal, MBA, of Montgomery, Ala., retired from the US Department of Energy as a Contracting Officer after 20 years. He then was recruited to teach mathematics and begins his second year of teaching, is a recent Cal graduate in computer science. She will be joining Locohedron, an online company. Leonard’s third daughter is a sophomore at MIT majoring in materials science engineering. She has just accepted an intern- ship at General Electric in addition, work in nanotechnology research. Gary H. Todd, MBA, of San Mateo, Calif., writes, “My wife, Matt, will graduate in June. She is an artist. Another Matt, Bill Blas ’73, his sister, Laura Blas ’03, three grandchildren, and a great- grandson in the Cal Jr. parade. Father is the answer to the obvious question. The Alumni Association’s 50th annual trip to the Las Vegas trip has been an incredibly influen- tiating experience for young children for at least two generations.”

2017

Judith Lacina, MBA, of Pleasanton, Calif., accepted a posi- tion beginning fall semester as the House director for Sigma Delta Tau at the University of Michigan.

Dana J. Jordan, MBA, of MV Valley, Calif., recently earned a DBA in finance from Golden Gate University. She has been an accounting professor since 2001 and is also a partner and the accounting firm of Jordan & Decker LLP, which he started in 1985.

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Shoshannah Miller, MBA, of San Antonio, Calif., has been elected to a second term as co-managing partner at O’Connor & Partners LLP in Mountain View. Her prac- tice focuses on software licensing and product sales and distribu- tion. She and husband, John Barnes, live in San Antonio. Their daughter, Sarah (born while Deborah was in the MBA pro- gram), just graduated from Bothall School of Law and is. Eric, is a senior in economics at UC Davis.

Michaela Rodeno, MBA, who attended the evening pro- gram, entered her 17 year with as CEO of St. Dunstan’s, a nonprofit in Rutherford, N.J. She writes, “It takes a long time to develop vineyards, build up and pro- duce wine, and to create an enthusiastic customer base. You can’t rush it. But it can be done.”

That may explain why she’s had only two jobs in 33 years in the wine business, the first at an earlier Dom-Jérôme-Chandon. If the wine business ever goes south, the Rodeno family has this backup plan, as Gregory is a wine and landscape artist, and the family owns two vineyards and produces a tiny amount of delicious Sangiovese under their Villa Magna label. The good news is that more Rodeno family members are ever-developing a taste for fine wine.

1991 | REUNION

After 20 years in various capacities at the Field American Life, American Life, Assurance Co, GE Capital Assurance, and GE Capital Assurance in San Rafael, David Dopath, MBA, was ap- pointed to Richmond, Va., to what became the PO GE Wealth Management in 2010. Three years before Hurricane Katrina, he took up the practice of painting and writing, “What aidal”

Peter R. Nielsen, MBA, writes, “After a 30-year career in software development and management, capped by a two-year stint as program manager and

Undergraduate
vice president of engineering at WebbWorks Corp., I’ve changed careers. I have partnered with Lolita Ferraro, a vintage luxury home specialist at RE/MAX of Southern California. I’m enjoying building my clientele of both residential and income property buyers and sellers. If you or anyone you know is thinking of buying or selling property in the North Bay, please give me a call at 415-259-0487, or visit our website at www.MiniRealEstate.com. Having the freedom to be out and about and not to be tied to a desk has also had the side benefit of giving me more opportunity to ride my Harley!”

1983
John Bernard, MBA, has been working on the residential housing in California for several years, but last year he took six months off to live in Europe. He’s from Toronto, so wound up in Nice, France, where he rented a furnished apartment close to downtown Munich and used as a base to travel around Europe. He can turn a “restaurant German” but panics if someone says more than a sentence their too fast for me. May 16th, 1983.

Suzanne Hill, MBA, has moved from MA, Diablo Habitat for Humanity in Concord to the First Place Fund for Youth in San Francisco. This agency supports foster youth in their transition from foster care to successful independent living. The program provides affordable housing, support services, and counseling. Foster kids are put out on the street when they turn 18. The First Place Fund for Youth is working to end homelessness and assist foster youth up to 21.

Gordon L. Rogers, MBA, of Walnut Creek, Calif., a graduate of the evening program, writes, “I accepted the position of executive vice president at KPMG Peat Marwick in Danvers, USA in December. In the capacity, I am responsible for all of KPMG Peat Marwick’s operations throughout the Americas, from Canada to South America. KPMG Peat Marwick is one of the world’s largest accounting firms with $750 million in annual sales. Based in Tokyo, we are undertaking a number of initiatives to increase our sales throughout the world.”

1985
Allan L. Donald, MBA, writes, “Held, Kai [13], Eric (8). …”
1990
Javier Canas, MBA, of Madrid, Spain, writes, “Following a major restructuring of Adoltech, the largest private healthcare insurer in Spain with sales over $1 billion, I have been promoted to the position of organization manager, with responsibilities in processes reengineering, development of human resources, maintenance of facilities, and purchasing. I am very excited with this opportunity and the challenges I will face.”

Diane S. Feng, MBA, writes, “Special and welcomed twin girls into our family on Sept. 12, 2004. Born at 36 weeks, Betty Grace was 5 pounds 6 ounces and Karolina Patricia was 6 pounds 1 ounce. They are both doing well but keeping us very busy. Fortunately they sleep at night! Our 4-year-old daughter, Alanna, attends pre-kindergarten in Redwood Schools. We recently had our first minivan so we have room for everyone. Professionally, I have a new job as senior VP/project manager in the Securities Industry Group at Wells Fargo in San Francisco. I still work three days a week so I can spend time with our three girls.”

Scott Hansen, MBA, was recently named senior manager of his management development business at Adobe Systems in San Jose, Calif. He will be responsible for emerging business associations with Adobe’s Creative Suite offering. Adobe’s Creative Suite includes Photoshop, Illustrator, InDesign, GoLive, and Acrobat applications.

 forum on the inpatient care of the elderly.

1991 | REUNION
Joe H. Brandt, MBA, of San Francisco, writes, “The last few years have been especially exciting. My fiancée (now wife, Andrea) and I took a trip around the world from October 2001 to September 2002 visiting 30 different countries, visiting with classmates Perie Bialousque (Praque) and Louise Wu (Singapore). Andrea and I got married in May 2004. Bruna Kirtim is a groomsman, and my sister is the flower girl, and fellow MBAs Shalay Fayzoo, Lisa Pellek, and Frank Humblett, attended our wedding ceremony (Sanoma) wedding. However, the highlight has been the arrival of our son, Joseph Miguel Brandt, on March 13, 2004. We’re now looking forward to the arrival of our daughter. Anya, in June 2005. On the career side, I decided to take the plunge once again and joined a San Francisco startup, Senvio, as a regional sales manager in the emerging security risk management space.”

Kumiko Ishiwata, MBA 91
Kumiko Ishiwata, MBA, of Oakland, writes, “During the past 14 years since I have been in the Bay Area, I have been consulting, including my current position as a Financial Services Advisor for Morgan Stanley. I am happy to report that we are living a very happy life with my husband, Masahito, and our two children, Yosuke and Ashi.”

Rich Jones, MBA 92, with his bride, Cynthia
Rich Jones, MBA, writes, “I’ve finally left bohemianism. I know most of you won’t believe me, but I think I’d ought to include a photo. Cynthia and I were married in September in Galveston, Texas. Luckily there was a cold spell so it was only 90 degrees with 90 percent humidity.”

Jorge Munozcindo, MBA, writes, “I hope all the MBA gals are well. I’m living in Miami with my wife, Sofia, and our three kids, Sofia, Axel, and Mateo. We are enjoying very much living in Florida. I have kept busy as a professional side. I’m employed by Citigroup as VP of Global Consumer Group Latin America, helping a very strong management team run this region.”

In addition, these years ago I started a company to do mobile car washing services in realty, office complexes, and large parking lots. We have been very successful. We also lead in starting operations in Mexico, starting operations in Central America, and have sister operations in South America. Hope to hear from you all.”

Marshall Platt, MBA, is a freelance marketing consultant living in and working throughout the Bay Area and in Europe. Clients are a mix of multinational corporations and non-profit organizations. The Little Parisi toddler who waddled up and down the halls of Stanford when class of ’92 attended school is now a 6-foot-3 high school senior in San Francisco; he was joined by two sisters shortly after Bachus Life is good.

Gatit Chandra, MBA, writes, “In November I celebrated my marriage to Richard Vermeij at a wedding ceremony in Puerto Vallerta, Mexico. It was truly a Haas affair starting with our initial introduction through a fellow Haas alumnus, Arroz Manros, and culminating in the Mexican celebrations with numerous other fellow Haas classmates. It was truly an international event. Now I’m enjoying my new job at PRM/A a departament in my industry.

Kassiani Chaudhry, MBA, is the director of packaging and e-commerce software at Brand/McFarland Technologies, where he has been since 2002. He resides in a quaint New York suburb of New York with his lovely wife and three wonderful children.

Kevin, who was born in Berkeley, will be 10, Kieran is 7 and Karmyn is 4. He writes, “Please call or stop by and visit your travels take you to the Big Apple or out west.”

Josef Dreisibus, MBA, of Starnberg, Germany, was promoted to managing director of the Presentation and Media Technology Division of TA Technologien KG.

Terry J. Goode, MBA, of Richmond, Calif., writes, “My wife, Latonora, and I are expecting a new family in the June 2005. Lauren (2) is extremely excitement about becoming a big sister. I continue to work in San Francisco at Wells Capital Management as a senior credit analyst.”

Rob Lelland, MBA, left his job at a technology hedge fund in San Francisco in early 2004. He wrote an online essay about a teacher in China, had a baby girl, started work as a financial planner at American Express on the pension in Redwood Shores. He lives in San Carlos with his wife, Anne, and two children. Send him a note at r lelland@alumni haas.wa.

Ross Van Wooten, MBA, writes, “In mid-2000, I left my job and moved to Loveland, Colo. to be closer to her family. At the end of 2003 I had an amicable split from my Seattle-based employer and am now an owner of Convergent Marketing LLC, which focuses on marketing, consulting and communications for high-tech companies. So far, so good. The
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business is growing, we’re getting more repeats, and engagements, and things are going well.

Michael Yang, MBA, of Mountain View, Calif., writes, “I recently launched my latest venture startup, Boxcome, which is an online shopping search engine that helps consumers find product reviews and buying guides for all kinds of products on the Web. We raised $7 million in venture capital so far and are now giving out to raise $12 million in the next round. We will be compet-
ing with Google and Yahoo ‘for the hearts and minds of Internet shoppers.

1998

Susan Arogillo, MBA, writes, “I’m working in Boavista as a marketing director at Netafica, a company founded with two friends three years ago. We do software and IT consulting for the travel industry in Latin America. The interesting part is that, fortunately, we are always strongly in touch with a group of Hasidic classmates and get together once or twice a year for work purposes only, of course.

Still live in Buffalo, NY, write, “My husband, Patrick, and I moved ourselves and our businesses from the Bay Area to Portland, Ore., this past October. Everyone was amazed as to why the rain, but the weather has been great and our business has been good so far and we love it up here. I’ve also assumed the role of alumnus representative for Portland and am looking forward to meeting more Hasidic Jews in the Pacific Northwest.”

Peter Lawford, MBA, of Oak Park, Mich., writes, “I am happy to report that Christian Laudvig’s daughter, Beth, turned 18 December 2015. Otherwise, I am working out old stuff in Detroit and Ford.”

Ines Lewestein, MBA, moving from Nettec, Inc. in Spanish Fork, Utah, and career continues her career in marketing for biotechnology and a new job as a product manager in the biopharmaceutical division of Millipore Corp. Ince has another child: twins, Abigail (9 months) and Thomas (3 months). Tammie Plotkin-Oren, MBA, of Westlake Village, Ca., has two young, wonderful daughters. Working in personal financial services, I am currently learning traditional Indian music from Maestro Ali Akbar Khan since she was 4 years old, per-

Tanya Steinhofer, MBA, writes, “I’ve been back in San Francisco for one year now and have been working at an independent wealth management firm, WealthGen Partners.”

1999

Mitchell Harrod, MBA, of San Francisco writes, “I recently sold my business, Bayview for me, both personally and professionally. I not only changed jobs for the first time since graduating, but shifted from investment banking to pri-

Andrea Bates, MBA, writes, “My husband, Jeff ballet dancing and now touring with the Joffrey Ballet. Both of us are very happy together and I’m very much enjoying fatherhood.”

John G. Milas, MBA, writes, “I recently began a new job as the chief executive officer of Buda Advanced Technologies, Inc., a venture capital firm in San Francisco that makes guitar amplifiers and musical accessories. The company has been a client of my consulting firm for years and I’ve been a part of the executive team in this company. So far, it’s been a lot of fun, but in many ways the opportunity to take on a new role in this company has been very rewarding. (Check out the April issue of Guitar Player magazine’s “Bass Magazine.”)

Raj Ayalu, MBA, and his wife, Lata, and their 12-year-old daughter, Gayatri, became actors, with roles in an upcoming Hollywood movie. “Bee Season,” starring Richard Gere and Julie Binchois, Gayatri, who has been learning classical Indian music from Maestro Ali Akbar Khan since she was 4 years old, per-

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Peggy Wu, MBA '01, and her husband, John Blaikie in Sydney.
I am also thrilled to be moving to our new home (our first home) in Nantucket, Mass., in the end of May. I’ll love to get together with Hamee, Kwan, and other alums in the Boston area.

Ingrid Yang, MBA, writes, ‘I am getting married on May 6 in Taiwan! I have been working with ABN AMRO as a research analyst covering IC design for the past year and a half, since I returned from the US.’

2002
Krisilla Benson, MBA, is a self-taught AIDS educator and promoting family planning and child survival with Population Services International. She will leave Conacil, Guayaquil, in the next few months to join a program director with PSI in Delhi, India. Seema Chellamariah, MBA, writes, ‘I am back living in The Gambia and are busy with the business. We are traveling quite a bit and am as well. If you are in West Africa, please come by. I can either write as an e-mail or at seema@chellamariah.com. Come enjoy the sun and sand of The Gambia!’

Claude Druagan, MBA (left), of Walnut Creek, Calif., writes, ‘My wife, Mary, my 5-year-old son, and I just completed a nine-week trip to Mexico on our own boot. Neverland: The trip started in San Francisco, down the California coast, and then into Mexico to Cabo San Lucas and to Loreto. It was a great trip and full of adventures. My son’s best memorable moment was when I taught him how to fish and I was bringing it in, a shark attacked and caught it. No National Geographic could have topped the pictures that we saw and took.’

Michael Golden, MBA, writes, ‘I was on Puerto when the tsunami hit. Fortunately, I had just walked to the beach to catch some breakfast, and our hotel was just close enough that we were safely evacuated before the waves broke. We went to Phuket and it was a great experience and I would highly recommend it.’

Brian Krawczez, MBA, reports that Kimberly Krawczez now runs all over the house and can hand out household tasks to her favorite pet: a Basset dog (stated to be ‘at least’) a little bigger than a chihuahua. However, the dog seems to be fully adjusted to their lifestyle as parents. In addition to the baby, they are trying to keep up with an active toddler. Brian recently started a new position as Director of Research for Boldan and Associates, a financial investment advice, personal service, and client counsel company to individuals. The new position represents an exciting challenge because it offers a whole new set of responsibilities, from operations and staff management to new client development and research.

Vann Santal, MBA, writes, ‘It was an honor to announce the birth of our son, Wyatt Santal, on Nov. 25, 2004. Happy Thanksgiving, Wyatt! He writes, ‘Everyone is doing well and we will be in California for a Barclays' engineer’s wedding in July 2005. Hope to see many alums then.’

Joseph Tsimhonioukos, MBA, a graduate of the MBA program, writes, ‘Last year, I launched a new consulting firm to help a fabulous new water company in the Marcus & Millichap Companies, Meridian Property. We are on a roll to continue with the successes in the next five years.’

2003
Greg Amoroff, MBA, and wife, Melissa, welcomed baby Brooks on Oct. 31. The weather in Seattle has been unexpectedly warm ever since — coincidence?

Sezan Bessemer, MBA, writes, ‘I recently moved to New York City to take on the role of director of business development for Movienet, LLC. (www.movienet.com) is an online movie download service. It’s available to anyone in the US with a broadband connection. Basically, you can view the trailers and view trailers of available move titles without charge, but once you are ready to rent a title, you pay for the rental via a one-time credit card payment. You can begin watching titles within two to ten minutes of ordering. I am still working on new positions and changes. Please let me know if you are coming through soon!’

Hongseung Jeong, MBA, writes, ‘After 13 years in the heartland of my Ministry, I moved into the Permanent Delegation of Korea to the OECD as first secretary last year. It has been really exciting to deal with many multipolar economic issues as a diplomat in Paris. My personal experience this last year, and finally my family reached an ideal balance: one man, one woman, one girl, and one boy!’

Chris Sklarin, MBA, writes, ‘Wyatt Santal is my first child. He was born on Nov 25, 2004. Happy Thanksgiving, Wyatt! He writes, ‘Everyone is doing well and we will be in California for a Barclays’ engineer’s wedding in July 2005. Hope to see many alums then.’

Karen Marrott, MBA, was named vice president of business development at Anorac Pharmaceuticals, a biotechnology company in Palo Alto, Calif. She brings with her a decade of development of novel pharmaceuticals. She bring with her a decade of academic, financial, and pharmaceutical industry experience in molecular biology, pharmacology, genetics, and toxicology from a variety of companies as principal at A. M. Pappas & Associates, a venture capital firm, as well as working at Avaxis Pharmaceuticals, helping to orchestrate the strategic planning and management strategy and spinout from the Max Planck Institute for Biochemistry. Eric Meyerson, MBA, writes, ‘The lovely new wife and I moved to the US last June, and I recently started a new position at Wells Fargo, where I’m building a team to develop new media strategies and products.’

Phil O’Neill, MBA, writes, ‘I recently started a new position at Wells Fargo, where I’m building a team to develop new media strategies and products.’

Sarah Takasaki, MBA, 00, was featured in People magazine in the US, as the first woman to have joined the US Army. She is currently serving in Iraq, leaving the Army women in the Black Sea on August 1, 2005, to be in the US Army.

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The Latin American Consumption Forecast Covers life with U.S. and Latin American consumers, including trends in the Mexican, Latin American, and South American markets, as well as insights into the Latin American consumer's lifestyle and spending habits. The report provides detailed analysis of the Latin American market, including market size, growth, and future projections. It also covers key economic indicators, such as inflation, exchange rates, and employment rates, and provides insights into the political and social environment of the region. In addition, the report offers recommendations for businesses looking to enter the Latin American market, including strategies for targeting specific segments of the population, understanding cultural nuances, and navigating regulatory challenges. The report is a valuable resource for businesses looking to expand into the Latin American market, providing a comprehensive and up-to-date analysis of the region's consumption landscape.
Siddhath Sanghvi, MBA, writes, “World of Good (healsgood.com), the fair-trade gift company Priya Hy, MBA ‘04, and I started, has just completed one year and is growing quickly. We feel like we were never really left off Haas as we are right across the street in the Berkeley Business District.”

Divay Shukla, MBA, of Jose Jai, Cali, an evening program graduate, transitioned from engineering to position product manager in the Broadband Edge and Mid-range Routing Business Unit at Cisco.

Jacqueline Singh, MBA, of San Francisco writes, “I am excited to announce that I am launching the Bay Area Chapter of Adidas-Callout, a nonprofit organization that harnesses the resources of the community and the internet to enrich the class-room experience and increase both students’ and alumni’s chances for success. You can find out more about the organization by visiting www.adidascallout.com.”

Sarah Takashi, MBA, writes, “Almost two years after graduation, some of the hope we had emerged that I can stop living like a gypsy. Since May of 2005, I have lived in the United States, New York, San Francisco, and enrolled in the Harvard Business School. The academic year in New York has been demanding, with lots of classes and social activities. However, I have been able to enjoy the city and all the things it has to offer.”

Steve Welsh, MBA, writes, “My wife, Geneen, and I are having fun with our son, Thomas Stephen (18 months old). We are also beginning the planning of our new vineyard, Rancho La Juntas, named after my great-great grandmother’s land grant here in Contra Costa County.”

Rodrigo Moreino, MBA, writes, “We took a last-minute turn right after graduation. I’m no longer in Maryland/Atlanta, but in San Jose with Fairchild Semiconductor as senior pricing manager. Although I am well, and we plan our marriage on Jan. 7, 2006. Details to all the best!”

Christopher Muchna, MBA, of Seattle, Wash., writes, “I’ve been happy and a huge Bellevue fan!”

Brian Bixler, MBA, and Ashley Bryan, MBA 03, were recently in Shenzhen, China, where they met with fellow Haas alumns.

2004


Anne Kao, MBA, of Pleasant Hill, Calif., graduate of the evening program, writes, “My husband, Kyle, and I are happy to announce the arrival of our daughter, Solé-Vienne Trumbetti, on Dec. 3, 2004. She was four weeks early, but I was able to come home with her the next day. We’re all doing great.”

Brian Sols, MBA 04 (left) with Ashley Bryan, MBA 03 (center left) and Jeff Zhang, MBA 04, in Shenzhen, China.


Conover, BS 50, ME 51, MBA 51, began his career as a market analyst for Standard Oil of Orontes Chemical Co., and then spent 12 years at the San Francisco headquarters of US Steel. Upon moving to Pennsylvania, Conover started an sales business, insurance, securities, and real estate. He became a top producer for several companies, director of housing at Boise-Cascade’s Tahoe-Donner community in Truckee, and developed his own firm of 600 agents in eight states. In the 1930s Conover became the youngest licensed pilot in the United States. He went on to be highly decorated for his service during World War II.

Conover served on the board of directors of the American Society of Mechanical Engineers (1963-63) and the California Alumni Association (1956-56). He and his wife Miriam, raised four children in Orinda, and have lived in the area for more than 50 years.
A Letter from Africa: A Berkeley MBA on his field work in Ghana

By Samir Mehta, MBA 05

In the summer of 2004, the Management of Technology program and its partner, the United Nations Industrial Development Organization (UNIDO), began sending teams of UC Berkeley students abroad as MFT/UNIDO Fellows. Samir Mehta, MBA 05, was on the team that traveled to Ghana that summer to implement and test a Distributed Searchable Cache system (DSC). DSC saves frequently viewed web pages on the local area network to enable web site access even during service disruptions and creates a searchable index to assist users in answering their search queries.

DSC was created by Computer Science Ph.D. students RJ Honicky and Omar Bakr, who, along with Haas School Ph.D. student Aaron Chatterjee and Mehta, spent three weeks in Accra, Ghana implementing the project.

Here are Mehta’s recollections from the trip:

Living as the Ghanaians do was a theme of this trip—one of my teammates, RJ, had traveled in Ghana before and his knowledge allowed Omar, Ronnie, and me to enjoy the Ghanaian culture and way of life that we might have missed. Our first night in Accra RJ took us to eat Kenkey, a traditional Ghanaian delicacy that is made from fermented corn dough and eaten with a spicy, vinegar red sauce. This expedition really set the tone for our trip.

Much of our research involved working with the University of Ghana. By the third or fourth day of our trip, we had transported and set up the computers we had brought with us in the Bolme Library at the University of Ghana. Omar and RJ were working diligently to install the DSC software, while Ronnie and I were recruiting students at the University to test the DSC system. The project was running smoothly until the fifth day when the entire university administrative staff went on strike, which meant that the Bolme Library had to be closed. While nobody on our team had ever participated in a strike, it was uncanny that each day we had to cross the picket line in front of the university gate. The irony was poignant: here we were to help the people, but each day our crossing the picket line signaled the opposite.

The unexpected strike put a huge damper on our research efforts. We immediately devised an alternate strategy and, instead, focused on Internet cafes and a smaller university—Ashesi University. Ashesi University co-founded in Accra by Patrick Awuah and Nina Maine, both MBA 99, Ronnie and I shifted our focus to interview people in and policy thought leaders in Accra, including entrepreneurs, government officials, and the leaders of the Kofi Annan Information Technology Center. To help with survey work, we hired six University of Ghana students as interns. Many of these students, who were studying computer science at the University of Ghana, had never even worked on a computer before, but we had them administering over 500 surveys on computer usage using Linux, Word, Excel, and PowerPoint in just a few weeks.

After all this work, it was clear that there is significant value for users of our caching application. Without a national information technology backbone, Ghana depends on a costly and unreliable satellite connection to access the Internet. In closed or relatively homogeneous environments (such as university research centers) students and faculty would benefit from having a cached source of information that could hold academic papers and other results from common searches that could be accessed instantly from the DSC system. When we finished our field work, we left our six computers and the DSC system up and running in the university library, and RJ and Omar are still remotely collecting usage data from the DSC system.

As a team, we found the entire experience amazing—it helped us to understand first hand the nature of the problems faced by sub-Saharan countries. For me personally, exposure to the values and norms of a different culture allowed me to make connections with individuals in a more personal way. Last but not least, the experience taught teamwork, global-mindedness, and cultural plurality in a way that is difficult to achieve in the classroom. In the end, our trip was filled with good discussion, political arguments, cut-throat games of hearts and minds, and, of course, some interesting research insights.