CalBusiness
Haas School of Business
University of California, Berkeley
545 Student Services #1900
Berkeley, CA 94720–1900

Nonprofit Organization
US Postage
PAID
Admail West

People

Plug into the Haas Alumni Network

Ideas



Action

Your Network of People, Ideas, & Action

Make the most of your Haas degree by connecting with the Haas Alumni Network

You can:

- Connect with former classmates and industry contacts
- Update your professional and personal profile in Haas@cal
- Hire Haas students or alumni
- Access info and participate in seminars & events
- Give back your time, talent, and treasure to Haas

Download the new HAN Benefits Brochure today:
www.haas.berkeley.edu/alumni

University of California Berkeley
Haas Alumni Network

Summer 2005 **Innovation at Haas: Professors Mowery and Chesbrough Share Their Latest Research**

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
p16

Major Gifts Help Move Haas Forward
p2

Does It Pay to Join the WTO?
p11

Meet Your Haas Network
p15

$25 Million Gift for Executive Education Building
p2



Berkeley-Columbia students Roland Deal and Emily Watson, both MBAs 05

10 10 20

You Can Make the Difference

You can take the Haas School of Business
to the next level of excellence.

$10 million in new endowment
funds each year

10% Haas School undergraduate
alumni participation in annual
giving each year

20% Haas School graduate alumni
participation in annual giving each year

To Give (website): 10-10-20.haas.berkeley.edu

CalBusiness Summer 2005

Contents

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

Features

12 On the Cover:
Leveraging the Power of Two
Berkeley-Columbia Executive MBA students and alumni on how the program has broadened their skills and taken their careers to new heights

15 **Your Haas Network**
Meet the interesting individuals that make the Haas Alumni Network such a valuable resource. Special in this issue: Alumni who come back to teach at Haas.



Alice Hansen, MBA 03, managing director at Burson Marsteller, and Packy Kelly, MBA 04, partner at KPMG, both alumni of the Berkeley-Columbia Executive MBA program





Shantanu Narayen, MBA 93

News

2 Haas Alumnus Gives $25M

Departments

4 In Brief
8 Power of Ideas
20 Connected at Haas
22 Alumni Notes
39 In Memoriam
40 Opinion

Summer 2005

Senior Editor
Richard Kurovsky

Editor
Ute S. Frey

Managing Editor
Sarah Benson

Staff Writer
Valerie Gilbert

Contributing Writers
Tenny Frost, Kim Girard, Sara Palmbush, Marguerite Rigoglioso, and Joyce Rouston

Design
Cuttriss & Hambleton, Berkeley

Printer
Fong & Fong, Sacramento

Photography
Jim Block, Bruce Cook, Billy Hustace, and Peg Skorpinsky

Illustration
Timothy Cook

CalBusiness is published by the Haas School of Business, University of California, Berkeley. For further information, contact:
CalBusiness Editor
Haas School of Business
University of California
Berkeley, CA 94720-1900
510/642-2734
benson@haas.berkeley.edu

CalBusiness Summer 2005, Number 62. CalBusiness is published twice a year (summer and winter) by the Haas School of Business, University of California, Berkeley, CA 94720-1900. POSTMASTER: Send address changes to CalBusiness, Haas School of Business, University of California, 545 Student Services #1900, Berkeley, CA 94720-1900.
©2005 Regents of the University of California. All rights reserved.

Printed in the USA.

Printed on recycled paper using soy-based inks

University of California
Berkeley
Haas School of Business

News

"Haas is entering a new era in which it can compete with the Stanfords of the world on a level playing field."

Richard Lyons
Dean (Acting)

Haas Alumnus Gives $25 Million for Executive Education Building

An anonymous donor will provide $25 million toward a new executive education building for the Haas 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 School 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 McQuade, 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 Law (Boalt 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 for executives," said Chancellor Birgeneau. "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 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 learning programs. "This new facility will clearly help us to 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 management responsibilities, and the global BioExecutive Program, which delivers in-depth advanced knowledge and insights into emerging industry trends. Programs typically run from one day to several weeks in length.

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

The new executive education 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. CB



The Haas School will expand beyond its current building with a new executive education facility, thanks to a $25 million gift.

$3M Gift to Create Maxwell Fellows

Jennifer Maxwell, BS 88 (Nutrition), has given $3 million to the Haas School in memory of her late husband, Brian Maxwell, BA 75, the founder of PowerBar. The gift will endow the Brian L. Maxwell Fellows Program for 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 disadvantage but have the drive and passion to pursue their dreams."



Jennifer and Brian Maxwell on one of their frequent runs in the East Bay hills.

In 1986, the Maxwells created a new category of sports nutrition when they started making PowerBars in their home 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 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 Fellows Program. "It will create a cadre of Maxwell Fellows who, over the years to come, will help each other as members of a sorority/fraternity across 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 exemplary gift. I hope that the establishment of the Maxwell Fellows Program will inspire others to support our school and its students." CB

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 76, chose to fund faculty in the area of finance to recognize Andrew's long career in the financial industry. Over the years, the Rudds have supported initiatives to improve education at the undergraduate and graduate levels through their foundation giving.

"This is a wonderful addition to our endowment, and it meets one of the school's 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, then a professor of economics at UC Berkeley, founded the Berkeley-based financial software firm Barra in 1975. Rudd was introduced to Rosenberg while still a student. He says, "that was effectively the founding of Barra. I went on to develop one component of what became the company's first software offering." Barra 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. CB

Dean's Column

Beat Stanford. Imagine that!

Beating Stanford is the annual goal of the Cal 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.

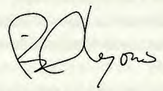
The good news is that things are changing for the better – rapidly. And the time has come when we finally have the means to achieve the goal.

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 #6 this year in *US News* – its highest showing ever. I believe we can match and 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 in years, we were successful this spring in hiring a faculty member away from Stanford.
- Haas can now charge market rates for most of its graduate masters programs, and soon for all. Freedom to set prices at market supports a level of excellence we couldn't afford before.
- These structural changes and the improvements they have enabled have got alumni 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 Stanfords of the world on a level playing field. If we believe in the goal, and we get your help, we can beat Stanford.

Imagine that!



Richard Lyons
Dean (acting)

In Brief

News from the Haas School

Fall Events at Haas

September 30 - October 1
Cal/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 IMF



Talent Show
A very musical Haas School Dean Rich Lyons, BS 82, gives his all at the MBA Talent show, one of many events that make up "dis-orientation" week in May, a time for graduating students to celebrate the completion of their full-time MBA experience.

Big Apple Office for Hiring Haas

The Haas School now has a career services account manager working out of an office in New York City to maximize opportunities for Haas students to connect with financial services firms.

Nicole Gehrmann, previously based at Haas as an account manager for the financial services and real estate industries, established the New York City office for the school in early 2005.

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, AIG, Fidelity Ventures, and Perseus. In addition, several firms returned to Haas after a gap in recruiting, including Goldman Sachs, Morgan Stanley, and Citgroup.

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." CB

Future Optometrists Get Business Edge

UC Berkeley optometry students are getting a leg up in basic business skills from Haas School faculty through of a special program to prepare future optometrists to manage a 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 an often unrecognized need for management skills in non-corporate environments," says Andy Shogan, associate dean for instruction at Haas. "This is another example of Haas leveraging its expertise to help another discipline interested in elevating the business savvy of its practitioners."

Digital Media Thrives at Haas

A club sprung up last year when enterprising Berkeley MBA students translated their passion for digital media into the Digital Media and Entertainment Club (DMEC), to create a forum to discuss all things digital and to hob nob with industry leaders.

The club has quickly become one of the most popular on the Haas campus, boasting more than 100 students and alumni members. "People are passionate about digital media and entertainment," says club member Jack Kloster, MBA 06. "We have experienced viral growth since we started out. All of our members contribute ideas and use their networks to get us in to meet with top firms."

Club activities and discussions cover topics from software (music, film, web production) to platforms (wireless, Internet, satellite) to devices (phones, game consoles, set top boxes). Members have tackled projects for LucasArts to create a business plan for a game title; LucasFilm to make web site recommendations; Ubisoft on the market for one of their games; and Virgin Mobile on next generation 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://dmec.haas.berkeley.edu. CB

Haas Trains Russian Professors

St. Petersburg University's School of Management (SOM) in Russia is moving one step closer to Western-style management research and education 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 doctoral programs.

"This will make the SOM's program the first business Ph.D. in the former Soviet Union to move toward the structure of programs in the US and Europe," says Susanne Campbell, 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 school's commitment to both strengthening scientific research and educating Russia's future corporate managers in business leadership. CB

Hendershott and Dal Bó Honored

Assistant professors Ernesto Dal Bó and Terrence Hendershott have been named the Haas School's 2005-2006 Schwabacher Fellows, the highest honor bestowed upon assistant professors by the school.

"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 Bó, 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 professor in the Haas Operations and Information Technology Management Group, studies the impact of technological innovation on traditional financial markets and has extensively 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. CB

Haas Moves Up to #6 in *US News*

The Haas School's Full-time MBA Program moved up to #6(from #8) in the **US News & World Report** ranking of business schools, published in April. This marks the highest placement the Haas School has ever achieved in this ranking.

The Berkeley Evening & Weekend MBA Program was ranked #6 this year. The Berkeley-Columbia Executive MBA program was ranked #12.



The Financial Times ranked the Full-time Berkeley MBA Program #13 in the world, and #10 in the US, in its January 2005 ranking of MBA programs.

Haas faculty members were rated as the 8th best researchers in the world – moving them again into the Top Ten internationally, where they have ranked for four of the past seven years. The Haas Ph.D. program was ranked #14 in the world.

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 community, and ardent champion of the venture capital community's interests," says Jerome Engel, executive director of the Lester Center.

Kramlich has built a reputation as a someone who is down-to-earth and informal and who possesses a skill for picking partners and deals wisely. This has led to the success 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 Ascend Technology. CB

In Brief

Haas Student Teams Win National Competitions

Haas Wins Global Ethics Challenge

The Berkeley MBA student team won the first-ever Social Responsibility and Ethics Challenge, sponsored by Thunderbird, the Garvin 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's Anderson School, Kellogg School of Management, University of Southern California's Marshall School, HEC Montreal, and London Business School. UCLA and London Business School won second and third prize, respectively. The winning Berkeley "Jackrabbits" team included Aaron Ackermann and Steve Hardgrave, both MBAs 05, and Seth Bindernagel, Kirsten Tobey, and Eric Potts, MBAs 06.

Competitors were challenged to develop socially responsible solutions to real business dilemmas. For the finals, five teams developed strategies to help Tyco International instill a sense of ownership in 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 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 distributor of globally-sourced, 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 Berkeley MBA alumni Priya Haji and Siddharth Sanghvi, both MBAs 03, and first-year students David Guendelman and Jonathan Klein. World of Good also won the inaugural Draper Fisher Jurvetson (DFJ) Venture Challenge, taking home $250,000 in seed financing. It took second place in the UC Berkeley Business Plan Competition.

"This year, the Global Social Venture Competition really came into its own with strong plans from Europe and Asia that rivaled the US entries," says Jerome Engel, executive director of the Lester Center for Entrepreneurship & Innovation, which hosted the competition.

The competition, founded by five Berkeley MBA students in 1999, has grown into a global partnership between UC Berkeley's Haas School of Business, Columbia Business School in New York, and London Business School, as well as long-time sponsor The Goldman Sachs Foundation and Omidyar Networks.

Harmonic Devices Takes Top Bplan Prize

Technology improving the performance, battery life, and component size of mobile phones and portable wireless devices helped a team of Berkeley MBA and engineering students take the top prize of $25,000 at this year's UC Berkeley Business Plan Competition.

Harmonic Devices uses a micro-electromechanical system (MEMS) that is based on research breakthroughs achieved at the engineering school's Berkeley Sensor and Actuator Center (BSAC). The team members are: John Hwang, MBA 05; Kenneth Miller, MBA 05; Justin Black and Gianluca Piazza, both Ph.D.s 05 in electrical engineering and computer science; and Philip Stephanou, 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 Management and Systems, and 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 Barone, MFE 05, Alex Bauer, MBA 05, Jaime Lee, MFE 05, Yadong Li, MFE 05, and Steve Liang, 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 securitized 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.

MBAs Win National VC Competition

Berkeley 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 team, which had placed second at VCIC's Western regional finals in February, included Manuel Rodriguez, Alex Jeffers, Daniel Yoo, Josh Scott, Camille Landis (who could not make the trip to UNC), and Jeff Renaud (who ably 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 they would fund in 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 to them. CB



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 one 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 userfriendly, such as data ports that can now be accessed on desk tops instead of on the floor.



Priya Haji, MBA 04, and her Haas team took their World of Good venture to victory at the Global Social Venture Competition and the Draper Fisher Jurvetson Venture Challenge. The team also placed second in the UC Berkeley Business Plan Competition.

New Faculty Books

Japan's Network Economy: Structure, Persistence, and Change
James R. Lincoln and Michael L. Gerlach
Cambridge University Press, 2004



Collaborative Entrepreneurship: How Communities of Networked Firms Use Continuous Innovation to Create Economic Wealth
Raymond E. Miles, Grant Miles, and Charles C. Snow
Stanford University Press, 2005

The Market for Virtue: The Potential and Limits of Corporate Social Responsibility
David Vogel
Brookings Institution Press, 2005

Intel and Haas Join Forces

Intel and the Lester Center for Entrepreneurship & Innovation are joining forces to drive job creation and economic competition. The partnership aims to boost entrepreneurial know-how 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 entrepreneurship 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, 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 Jerome Engel, 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 on the basics of entrepreneurship. Attending faculty are encouraged to share how they will apply their newly gained knowledge on the process of commercializing technology to their curriculum with faculty at other schools. This will allow faculty worldwide to view, use, modify, and refine various approaches to an entrepreneurship curriculum. CB

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.

> "Often, many important innovations that really changed the industry actually came from some rather surprising places, places one wouldn't initially expect."
>
> — Henry Chesbrough

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 own 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 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.

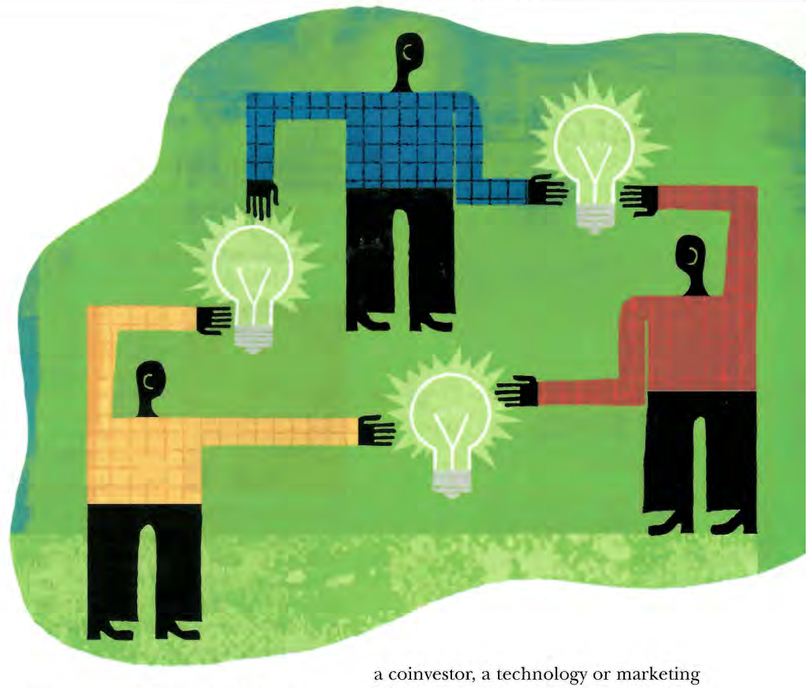
There remains, however, the significant problem of transition: How can you and your company move from a mentality of Closed Innovation to one of Open Innovation? In a related vein, how can you persuade your organization to give up a certain amount of control, to access and utilize the wealth of external 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 goal 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 expect. I also find that many companies' own R&D staff members are so busy meeting shorter-term objectives with 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 are your key value propositions to that market? How do you get paid? How do you create and capture value? Who are the key third 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 start-ups 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 start-ups very closely or take them very seriously. In a world of Open Innovation, it is a mistake to ignore start-ups, 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 company executives. So be prepared for a skeptical reaction. You'll find that thoughtful venture capitalists will make time for you, though, if you're willing to share information about market 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 coinvestor, a technology or marketing ally, or even an eventual acquirer of a venture capitalist'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.

Reprinted by permission of the Harvard Business School Press. From Open Innovation: The New Imperative for Creating and Profiting from Technology *by Henry Chesbrough. Boston, MA 2003. Copyright 2003, by the Harvard Business School Publishing Corporation, all rights reserved. For information on this book, visit http://harvardbusinessonline.hbsp.harvard.edu*

Publicly Funded Innovation

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

By Marguerite Rigoglioso



David Mowery 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 Mowery. Such patents have spurred significant and sometimes lifesaving new developments in science and technology. But, says Mowery, 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 — a 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, Mowery 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 inter-university 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," Mowery 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.

Mowery'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, Bhaven Sampat, and Arvids 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 *catalyst* 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 Mowery. Another volume he has co-edited, The *Oxford Handbook of Innovation*, also explores the wider systematic setting influencing innovation 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 template for stimulating technology research and commercial transfer in their own universities. Mowery'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.

Mowery 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 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 into the coffers of universities and biotech companies? Mowery argues that doing so will only create bureaucracy 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, then, it still serves as an adequate body of rules to govern who should reap the rewards of scientific innovation, Mowery 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."

Does It Pay to Join the Club?

Professor Andrew Rose finds that World Trade Organization membership does not increase trade.

By Marguerite Rigoglioso



Andrew Rose is the B.T. Rocca Jr. Professor of International Business at the Haas School of Business.

It is a commonly held belief among economists that joining the European Monetary Union (EMU) is a colossal waste of time and money, but that being part of the World Trade Organization (WTO) guarantees an improved economic outlook, according to Haas Professor Andrew Rose. Rose, however, has found just the opposite: membership in the WTO does not result in increased trade, while membership in the EMU does. His controversial findings have been at the heart of some major international policy debates of late, particularly in Great Britain, where the decision on whether to become part of the EMU is a hotly contested issue.

Extrapolating from data on the economic results of monetary unions in Latin America and Africa, Rose predicts that trade between any two countries in the EMU will eventually triple. "That's a big effect and would certainly swamp any costs associated with monetary unification," he observes. Although data are preliminary, the consensus estimate among economists is that trade inside the EMU has already increased by 15 percent.

As to why that is the case, Rose says, "unions make prices become more transparent." That is, wholesalers and consumers in France, for example, can now more easily understand and compare the price of goods and services coming from Germany. Moreover, wholesalers and distributors do not have to worry about exchange-rate risk. "All of this makes it easier for goods and services to pass across borders," he explains. As the UK prepares for its election, pro-EMU politicians are relying on Rose's research to make their arguments, while opposition leaders are busy denouncing him in the House of Commons.

Rose is also making waves among both globalization advocates and detractors with his study on the WTO, the first research to test whether increases in international trade over the past 50 years can be attributed to the presence of this institution. In examining whether countries inside the WTO trade more than countries outside, he came to the startling discovery that there is no difference. "Those on both sides of the globalization debate think a lot rests on whether the current round of trade liberalization succeeds or fails," he comments. "But my analysis reveals that such rounds really have no effect on trade, good or bad." As to what does account for trade increases, Rose suggests that steep reductions in transportation, communication, and shipping costs could in part be responsible.

> "Those on both sides of the globalization debate think a lot rests on whether the current round of trade liberalization succeeds or fails...But my analysis reveals that such rounds really have no effect on trade, good or bad."
>
> —Andrew Rose

Rose himself wondered how it could be that WTO status actually proves to have such little influence on members' trade relationships with each other. The answer, he says, was inspired by his five-year-old son Asher (whom he notes frequently serves as a source of ideas for his research). "We were in the Singapore airport for a stopover, and Asher wanted to go to the lounge," Rose recounts. "I said we could do so if he would refrain from running around and screaming, and he agreed. As soon as we got into the lounge, he went wild. I sat him down and said, hey, we had a deal that you wouldn't run around. And he said, yes Dad, but now I'm in!"

"That turns out to be exactly what happens with the WTO," Rose continues. "Countries make all sorts of promises to lower tariffs, reduce quotas, and so forth, in order to get into the organization, but once they're in they don't change their behavior. That affects the amount of trade that is possible between them."

Leveraging the Power of Two

Celebrating the Success of the Berkeley-Columbia Executive MBA Program



Newly gained skills and valuable industry connections help recent EMBA graduates Alice Hansen, MBA 03, managing director at Burson Marsteller, and Packy Kelly, MBA 04, partner at KPMG, thrive in their jobs in downtown San Francisco.

By Kim Girard

CEO 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 Gleeson, executive director of the BCEMBA 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.



Emily Watson, director of Real Estate Management for Gap, and Roland Deal, vice president and account director for Grey Worldwide, both MBAs 05, attend a session at Columbia Business School in New York. The Berkeley-Columbia Executive MBA program is taught by Haas and Columbia faculty on both campuses.

"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 Shogan, 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-Marstellar in San Francisco.

Professional diversity is crucial to the BCEMBA 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," Gleeson says.

Take Dr. Michael Longaker, MBA 03, a professor and director of children's surgical research at Stanford University Medical Center. He enrolled in the BCEMBA program because he realized that with the changing healthcare industry, balance sheets were becoming as important to his job as his medical experience. "Most physicians aren't comfortable looking at profits and losses," he says. "They're foreign concepts, yet one could argue that medicine, beginning with HMOs, is completely a business. Medicine is both an art and a science that is hard to manage as a business. You aren't really thinking of the cost versus the benefit of an x-ray but that's what you need to survive." After three semesters as an executive MBA student, Longaker says he had a working language of finance and how to implement principles when tackling budgets and cost accounting.

Emily Watkins, a real estate management director for Gap Inc., headed to BCEMBA to add finance to her background as a structural engineer, while Kristine Kern, a former managing editor of *Wired* magazine, wanted business expertise on her resume along with her well-honed editorial skills. "I knew I could wear more hats with that experience," she says.

Though class members have had vastly different career experiences, Marjorie DeGraca, the program's admissions director, says they do share common ground. Because each entering class is so small – about 65 to 70 students – she says that the right chemistry is key and every admission decision counts. "It's very important to me that we put together a diverse class so that students can learn from one another and be exposed to industries and functions outside their own," says DeGraca. "We need to feel confident that the candidates we consider can handle the academic rigors and that their future classmates will view them as credible peers."

About 30 percent of the program's students hail from outside of the Bay Area; about 30 percent are women. While the average BCEMBA student has had a 12-year career and a strong resume to back it, applicants who might have five years on the fast track at their job are also considered, DeGraca says. "Our students have to be proven in some way," DeGraca says. "We are looking for people who stand out and are exceptional."

Once admitted, students say an invaluable part of the BCEMBA program is applying what they've learned in the classroom on both coasts to their day-to-day jobs and to further their careers. Alice Hansen says she immediately relayed to her team what she learned from her leadership class about a "yes" approach to negotiating when you hold an opposing opinion to a potential client. She taught her team members to use the approach, which requires artfully changing the subject to find neutral ground. "My colleagues use "Yes, but…" all the time," Hansen says. "I'm helping them with tools I learned from the program."

Negotiation skills he'd practiced in class even helped Dan Whisenhunt, MBA 03, a senior vice president at real estate services company Jones Lang LaSalle, land better pay when he was in the midst of switching jobs. "I applied those techniques as I negotiated for my compensation," he says. "It was really effective for me."

The Gap's Watkins, who is currently a BCEMBA student, says she applies financial models she's studying to ask better questions about whether the company should pursue particular investments based on the cost to open a store, the expected sales at that store, and other factors.

A rich network of alumni of nearly 65,000 people from both universities has also proven invaluable for many graduates. Kern, managing editor of the startup women's magazine *Tango,* says she was able to relocate from San Francisco to New York last year and to find a job fairly easily thanks to her new Columbia network. Her magazine's publisher was also a Columbia grad. "We bonded over the fact that we both went to Columbia," she says. "I scored major points by having a Columbia business degree. The Columbia network here is very, very strong. It really opens doors."

Kern adds that a business school degree gave her the confidence to be more effective at everything from marketing the magazine to using a website strategically to building the magazine's brand. "I really have relied on some of the lessons we learned in school for that," she says.

Graduates say they expect to benefit from the program long after they're finished. Joe John Duran, MBA 04, the CEO of United Capital Financial Partners who sold his former company, Centurion Capital Management, to General Electric's GE Financial in 2001, says classes in leadership and organizational behavior have helped him work toward becoming a more effective leader.

"You really find out about yourself and your weaknesses as a business person in an environment where there's no conflict," he says. "You realize where you go wrong in a safe environment." Like Alice Hansen, Duran says studying negotiation styles in class helped him when he shifted from working at a big company to heading a startup. "Before, I'd steamroll employees (and say) 'This is how it's going to be,'" he says. "Now, I am much more reserved when I play my cards."

Packy Kelly, MBA 04, a partner at accounting firm KPMG, says an MBA from not just one, but two, top business schools, gives him an edge he always believed he needed in business. He adds that the breadth of study within the BCEMBA program gives him confidence on the job that reaches far beyond his accounting expertise.

"I can talk to a CEO, a COO, a VP of marketing, or a VP of sales because I am now conversant in many more areas of business that are relevant to them but outside of my career discipline," he says. "It increases your confidence and effectiveness. You have training and an understanding of their challenges and requirements."

Back at Nextrials, Rogers, who earned his MBA in 2003 as a member of the program's first graduating class, is now CEO and acting CFO, using his new business skills to take the company to the next level. He boasts that the company's financial statements are clear and easy to understand. The company has found the right market niche for its software and is tracking research and development costs more closely. "It's exciting," Rogers says. "We're starting to look more like a company." And he thanks his Berkeley-Columbia Executive MBA for that.

The Berkeley-Columbia EMBA Program

- 19 months to complete full MBA course load
- Classes taught in Berkeley and New York
- Faculty drawn equally from Berkeley and Columbia
- Participants average 12 years of work experience
- 31% of students already hold advanced degrees
- Two MBA degrees from two prestigious universities
- Membership in two alumni networks

Coming Home to Roost:

Alumni Return to Haas to Share Their Expertise in the Classroom

By Kim Girard

When other Haas School students were obsessing over new Internet business models during the dot-com 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, built 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 interested in the Internet. We thought technology meant more than that." Seven years later, both Morrill and Adams have biotech careers, Adams as a consultant and Morrill as chief business officer at Trellis Bioscience. 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 at 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 Etter, BS 83, MBA 89, a partner at Greyrock Capital, has spent his career working in private equity, which provides great experience that he brings back to students. "My goal is to take the theory the faculty teaches and apply it to the real world," he says. Etter'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 20 straight semesters; more than 1,000 students.

David Charron, MBA 95, says he's constantly learning from his students who take his entrepreneurship class. He, too, has much to offer. Charron, the project development director at the nonprofit Technology Ventures Corporation in Livermore, gleaned experience by starting two companies of his own. Each spring, he teaches a startup workshop to MBA students where he walks them 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 drive and the conclusion of the lessons they learn from the class," Charron says.

A handful of Haas alumni have made teaching at Haas their new career. Paul Tiffany, Ph.D. 83, 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. Tiffany 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 McCullough, who teaches Management Science and Quantitative Analysis, started teaching while working on his Ph.D. at Haas and never left. McCullough (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 undergraduate 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. Helzel, MBA 68, has juggled multiple careers over the decades, including teaching at the Haas School. Helzel was an established CPA, attorney, and businessman when he came to Haas. While teaching accounting and other courses, he decided to pursue his MBA. He is perhaps best known for introducing the first entrepreneurship class at Haas with then-Dean Richard Holton in 1970, one of the first entrepreneurship classes at any business school. For the past 11 years, he and Adjunct Professor Noel Nellis have co-taught a business law class called "Top Down Law."

Helzel 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."



Wendy Adams, MBA 97, biotech consultant, co-teaches the course Entrepreneurship in BioTechnology.



David Charron, MBA 95, associate director of the Lester Center for Entrepreneurship & Innovation and executive director of the Berkeley Entrepreneurship Lab, teaches Life as an Entrepreneur.



Stephen Etter, BS 83, MBA 89, a partner at Greyrock Capital, teaches Corporate Finance and Financial Statement Analysis.



Leo Helzel, MBA 68, an established tax attorney and businessman, teaches Top Down Law: Managing the Legal and Regulatory Environment of Business.



Thomas McCullough, BS 67, JD 75, Ph.D. 77, teaches Microeconomic Analysis for Business Decisions and Data and Decisions.



Paul Tiffany, Ph.D. 83, a senior lecturer who worked as a management and financial consultant, teaches Competitive and Corporate Strategy.

In this issue, CalBusiness is launching a new section that will profile some of the most interesting alumni in the Haas Alumni Network. If you would like to suggest an alumnus or alumna to be included in this section, please e-mail benson@haas.berkeley.edu.

Your Haas Network



Shantanu Narayen, MBA 93

President and Chief Operating Officer, Adobe Systems Inc.
San Jose, Calif.

The day-to-day challenge of running Adobe Systems, says Shantanu Narayen, MBA 93, is directing a team of creative individuals who are constantly coming up with new products, "I have to figure out how to take all the creative ideas and channel them effectively," he said. Narayen was promoted to president and chief operating officer in January 2005. He also serves on the Haas School's Advisory Board.

Narayen recognized his own need for these management skills when he decided to attend the Evening MBA Program at Haas in 1991. "At that time it was clear I needed to round out some of my entrepreneurial genes with a business education," he says. When he came to Haas, he already had the tools to help make him a technical success in Silicon Valley, a bachelor's degree in electrical engineering and a master's degree in computer science, but he was committed to getting a third degree.

Then, shortly after he started the MBA program in 1991, his first son was born. Now he laughs of the commitment: "If it had been the other way around I don't know if I could have made the trek to San Francisco three times a week."

Narayen joined Adobe in 1998, after stints at Apple Computer and Silicon Graphics. For several years he also ran his own firm, Pictra Inc., a company that pioneered the concept of digital photo sharing over the Internet. "Running Pictra was an incredible experience," he says. "I did everything from collecting the mail to figuring out corporate strategy."

Working to build Adobe and capitalize on the opportunities there is his goal now. "Software is an art," says Narayen. "But if you don't spend enough time with customers and understand what the products are, you won't be successful."

Joy Kovaleski, BS 77

Founder, Funzone Inc.
Los Angeles, CA

Joy Kovaleski, BS 77, oversees 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, the design, marketing, and production teams would collaborate to bring a new product to market. "We always talked about 'plus-ing' 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 Applause. She was propelled up the career ladder, landing at vice president of product development and design as the company grew from $60 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 City, 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 $85 billion in assets. The systems fund retirements 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 $11.8 billion in assets. Before that she worked in the private sector with stints 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's received lots of encouragement. "Being a minority woman, I have benefited from the advice of mentors over the years," says Gallegos, "That's been important to me – having people who give long-term career advice and who have an interest in helping me succeed."

Your Haas Network



Ted Lee, MBA 66

(shown here, with his wife, Doris)

Chairman,
Urban Land Company
San Francisco and Las Vegas

Early in his life, real estate developer Ted Lee, MBA 66, saw first-hand the possibilities of investing in real estate from his father's experience. "He was a butcher 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 all 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 50-plus 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 next 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.



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 systems software. He soon became then-CEO John Scully's right-hand technical assistant, and eventually crossed over to manage new market development.

Hit with startup fever, Homer left Apple in 1991 to head marketing for a new company, GO, one of the first developers of mobile hand-held computers. When venture capitalist John Doerr recruited him as 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."

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 — *It Rains Fishes: Legends, Traditions, and the Joys of Thai Cooking* (which won the Julia Child Cookbook Award in the international category in 1995) and *Dancing Shrimp: 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 Fireman'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."



Connected @ Haas

Top Executives Addressed the Haas School Community in 2005







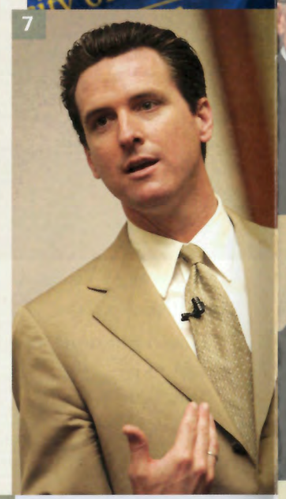










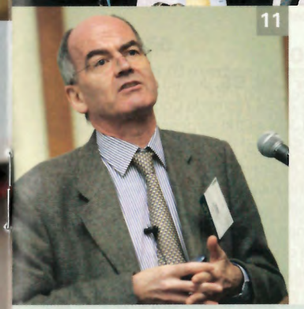




























1A & 1B. California State Treasurer Phil Angelides discussed his investment policies and programs for California at the Second Annual West Coast Private Equity Conference on January 19. Former 49er's quarterback **Steve Young, co-founder and managing director of Sorenson Capital,** spoke on the parallels between life on the gridiron and the world of private equity. **2. Ira Ehrenpreis, 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 Woolard, (right) MBA 97, vice president of energy management solutions at Itron. 3. Venture capitalists Glenn Solomon, general partner with Partech International, George Hoyem, 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 Chen,** 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 Desoer, 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 Clif Bar, Inc.,** who gave the afternoon keynote. **7. San Francisco Mayor Gavin Newsom,** who has declared 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,** inspired the graduating Masters of Financial Engineering class of 2005 with his commencement address on March 18. **9A & 9B. Edward Penhoet, 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. Penhoet 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" Cheit** (left). **10. C. Richard Kramlich, 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 Lester Center for Entrepreneurship & Innovation on March 31. He is pictured here with Jerome Engel (left), executive director of the Lester Center, and Sandy Robertson (center), founder of Robertson Stephens. **11. John Elkington,** a sustainable development expert, gave the Annual Peterson Lecture on Corporate Responsibility on April 8 at the Center for Responsible Business Metrics Conference. **12. Carlos Magariños, director-general of the United Nations Industrial Development Organization,** visited the school in advance of the second annual UNIDO/MOT Conference, which took place in April. He is pictured here with Andrew Isaacs, adjunct 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 Aaker 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 Chu, director of the Lawrence Berkeley National Laboratory,** delivered the keynote address at the 2005 Nanotech Forum,"Nano: Impacting Societies and Economies," on April 30. **16. Jennifer Chatman, the Paul J. Cortese Distinguished Professor of Management,** interviewed **Jack Welch, 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. Dunn, vice chairman and managing director of Barclays Global Investors** as well as a **Haas School Advisory Board member,** spoke at Haas Reunions on May 14 about corporate leadership. **19.** Renowned venture capitalist **John Doerr** gave the commencement address to the Berkeley MBA class of 2005 on May 22. The audience included newly minted alumni from the Evening & Weekend MBA, Full-time MBA, and Berkeley-Columbia Executive MBA.

Alumni Notes

News from Haas Alumni

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

We're Trying to Reach You!

As you can imagine, e-mail (and the Internet) are about the best thing that could have ever happened to our alumni organization. As a result, we have worked diligently with our alumni and student volunteers to design programs, services, and communication systems over the past decade. We share important announcements and newsworthy items via e-mail to ensure that all alumni are in the loop. As important members of the Haas/Berkeley community, you need to know what is happening on campus and what programs are available to you at home and abroad. We don't want you to miss out on our activities or other unique opportunities to increase your professional network or business and industry knowledge.

But, we are concerned that so many e-mail providers (for example, AOL, Hotmail, Yahoo, SBCglobal) are revving up spam filters which will prevent you from taking advantage of your network. If you want to make sure to get e-mails from the Haas Alumni Network (HAN), please:

1) **Check your "junk" or "spam filter"** e-mail inbox over the next few weeks and scan it to see if you are receiving any announcements from the Haas Alumni Relations Office or your local HAN alumni chapter.
2) If you do see e-mails from us in your "junk" box, please follow the prompts to **add us** (alumni@haas.berkeley.edu) and the local HAN chapter representative **to your SAFE list** (or recognized sender list) so that you will receive our e-mails in the future.
3) Also, please send us an e-mail (alumni@haas.berkeley.edu) to make sure we have your preferred e-mail address in our database. Please give us your full name, degree, and class year.

The Haas Alumni Network is YOUR network of people, ideas, and action. Get involved and reap the benefits of your degree from Berkeley by connecting with fellow alumni who are active within HAN!

Thanks and best wishes from campus,

Tenny H. Frost, Executive Director, Alumni Relations
Kristen C. Williams, Director, Alumni Relations

www.haas.berkeley.edu/alumni

Undergraduate

1935

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

1940

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

David Rea, BS, retired after 42 years in the savings and loan business in Stockton. He writes, "My wife and I enjoy traveling, golfing and time spent in our second home in Aptos, Calif. We also keep in close touch with our three children and four grandchildren living in Washington, Maryland, and Virginia."

1942

Eric Larson, BS, writes that he spent 50 years as a pilot, with 32 of those years also spent as an air traffic controller with the FAA. "Lola operated a swimming school for 20 years. We have four children and five interesting grandchildren: movie actor, movie make-up artist, cowboy, professional baseball player, and professional hockey player." He adds that he and Lola are both docents at the local museum.

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 Wells Fargo Room. (I worked 50 years at Wells Fargo and took only two sick days!) Now I'm retired and enjoy going to Elderhostel programs. Son, **James C. Eaves,** got a MBA from Haas in 1973. (See your last issue) Trivia: I have been to 70 Big Games, and Pat has attended 59. Could it be a record for a couple? Go Bears!"

1948

Milan E. Wight, BS, is writing a book called the *Tipping Guide for Gratuitous Folks,* and moving from Truckee to Rossmoor in Walnut Creek. Milan 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 Ley, BS, served on the 2003-2004 Alameda County Grand Jury as the sergeant at arms. Seven of the 19 members were Old Blues and two were from the Haas School. No other university even came close. He is chairman of the finance committee of Oakland Rotary 3. He and his wife, Jeanne, class of 52, reside in Alameda, Calif.

Harlan Nobis, BS, of Elk Grove, Calif., writes, "After driving my 10-year-old Jeep Cherokee and getting poor mileage, I bought a 2005 Toyota Prius. The 60 MPG' is somewhat of an exaggeration, unless you drive on a level surface at 40 MPH over



A photo of a Maasai elder woman being interviewed by members of the Maasai Oral Histories Project, taken by Morton Beebe, BS 56.

time. However, I find that at normal freeway and around town speeds, I can average about 45 to 50 MPG. I am pleased at performance and comfort. I'm a retired banker, and am not selling cars. Just passing along my experience with a hybrid."

1951

Hugh Gordon, BS, writes, "We are enjoying our life on Tasman Bay at Ruby Bay in the South Island of New Zealand. I am no longer active in business as such, but do some mentoring for the local Nelson Small Business Trust, am treasurer for the Nelson Woodworkers Guild, and enjoy an active association and participation in our local Residents and Ratepayers Association. We have enlarged our house and will continue our accommodation business, 'The Barking Fish,' offering a quality stay with stunning beachfront views. Best wishes to old friends and the Haas Business School."

1955

Patti (Boynton) Bissell, BS, writes, "I am now a retired CPA who had a practice for many years. I had three other CPA's working for me. I am looking forward to taking my youngest daughter, who is a Montgomery County, Md., police commander, her husband and two sons (8 and 10) to California with me. I will be visiting my older sister. There are only two of us left after five children. I read a great deal, and I volunteer to read to some of the residents. I do enjoy that. I am younger than most of the residents here, but it is a nice place and there is a lot to do. I enjoyed my CPA practice for many years and made so very many friends. My small black cat, Cleopatra, is going to board at my vet's while I am in California. I got the financing for my vet when he started his practice, and we have a good friendship. I hope you have a good day."

1956

Morton Beebe, BS, writes, "I am editing a 'Memories Book' for the September class of '55 reunion with pages submitted by classmates. I have given my time and resources to special non-profit projects (but am still a practicing professional photographer)." http://www.mortonbeebe.com/onassign.html

1957

Robert Hearther, BS, of Pioneer, Calif., writes, "My wife and I have recently retired to the Gold Country and are in the process of building a new home. Our two sons, Naval Academy graduates, are living in the Northwest and Southern California areas. We are the proud grandparents of five grandchildren."

1963

Richard (Dick) Gearhart, BS, is serving as the interim human resources director for Mendocino County in Ukiah. 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 ready to re-retire and travel 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

Schuyler Bailey, BS, see MBA 65 notes.

1965

David Gideon, BS, see MBA 66 notes.

1967



Richard A. Lyon, BS 67

Richard A. Lyon, BS 67, has been a practicing life coach in Sacramento for over two years. Besides pre-retirement planning, he has worked with clients on a variety of challenges, including writing and publishing a book, successful Internet dating, enhancing spiritual awareness, and career changes. For a no-cost, no-obligation consultation, call 916-739-6432, or email coachlyon@cwo.com.

1972

Leland L. Chan, BS, recently received the President's Award for his exceptional legal work for Lockheed Martin Corp. After graduating from Cal, Leland earned his MBA from USC and his law degree from Santa Clara University. He is married to Vicky Owyang Chan, a mathematics professor and educator, who received her BA73 and MA 77 degrees from Cal, an MS from Santa Clara University, and a Ph.D. from Stanford University. They have three children: Cheryl (24), BA 03 from Cal, Amanda (20) at UCSD, and Alan (13).

Leonard Kam, BS, see MBA 74 notes.

1977

Pamela McNeeley, BS, of Forest Knolls, Calif., writes, "We bought a competing kayak outfitter in Tomales Bay, Calif., and now have two locations to do kayak tours, rentals, classes, and camping on Tomales Bay in the amazing Point Reyes National Seashore. We also do teen camps in the summer. New this year is a marine biology focus for some of the camps! Part of our expanded business includes kayak vacations to Baja, Mexico. We have a base camp on a private island in the Grey Whale Nursery at Bahia Magdalena. Mother grey whales will bring their babies up to our Mexican fishing boats to show us their 1,000-pound babies. Some lucky guests even touch a wild grey whale; however, that is not the only draw – just being in their presence and their intelligence is life changing. We also do expeditions in the Sea of Cortez around Loreto and La Paz. This is all still new. Doing business in Mexico was a shock! The people are wonderful, however, the laws and business customs are...very different. Come out and paddle with us."

Mabel (Chin) Tung, BS, writes, "My family and I had taken up residence in Chicago since the early 80s, and this April marks my 25th anniversary with the Northern Trust Bank. I am a senior vice president in the client servicing area of the corporate trust unit managing large custody and investment relationships in Asia. Our son, Linus P. So, went to Cal and graduated in Dec 2003. He is working for Bain & Co. in their Palo Alto office. I am interested in connecting with my classmates in the class of 1977. Please email me at mct2@ntrs.com. Have a great day!"

1979

Nancy Leventhal, BS 79, died Feb. 27 in San Francisco. Born in Los Angeles, Nancy majored in business administration at Cal and earned Phi Beta Kappa. After becoming a CPA, she graduated from Boalt Hall School of Law. Nancy practiced law with distinction in Los Angeles, Washington DC, and the last ten years with Bank of America in San Francisco. She enjoyed travel, the arts, and Cal football, and cherished her many friends and large family. Nancy is survived by her parents, sister Joan BS 77 (business), brother Robert BA 84, sister Cathy (UCSD alum), brother-in-law **Steve Goldblatt, BS 71,** and five nieces and nephews.

1980

Hal Bogotch, BS, and his wife, Laura Lacamara, of Venice, Calif., adopted a baby girl, Annalisa, in September 2004.



Hal Bogotch, BS 80, with his wife, Laura, and their daughter, Annalisa.

Cindy Coughlin, BS, writes, "After graduating from Cal, I spent a year in Europe working. 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

attorney in 1992 in Sacramento. My practice involves estate planning, personal injury, and workers compensation. I hope a lot of classmates are planning on attending the reunion in May."

John Wondolowski, BS, of Danville, Calif., is the senior vice president, information technology, for CORT Business Services – a Berkshire Hathaway Company. John's wife, Joanne, is the vice president and managing broker for Alain Pinel Realtors in Burlingame. But the recent news is more from John and Joanne's children. Michelle graduates from UC Irvine this spring, Phi Beta Kappa; and Christopher graduates from CSU Chico. Christopher's first post-college job has already become a reality as he was drafted and signed by the San Jose Earthquakes of the MLS (Major League Soccer). Christopher is now a professional soccer player – and a legacy of Haas.

1982

Mitchell Collins, BS, of Bedminster, N.J., recently accepted a position with The Hartford as president of Hartford Customer Service Group in Fort Washington, Penn. Mitchell writes, "We provide the customer contact for the suite of health care products offered by AARP. It's an interesting job with a number of different partners to interact with."

David Enzer, BS, of Los Angeles is a managing director at Roth Capital Partners, leading their technology and media investment banking efforts. He works with companies in the US, Israel, and Asia. He writes, "My wife, Lori, and children, Annabelle and Jacob, think Daddy works and travels way too much."



Mark Coker, BS 88, and his wife, Lesleyann, at Rome's Trevi Fountain.

1985

Bill Koefoed, BS, see MBA 94 notes.

1988

Mark Coker, BS, writes, "After graduating, I joined my father's garage software startup, Coker Electronics, where I served as vice president of marketing for three years. Considering there was no marketing budget, I had to develop a free source of publicity, so I learned how to get computer magazines to write about our products. After I left the company, I joined a PR agency in Palo Alto, and in '93, I founded my own PR firm, Dovetail Public Relations (http://www.dovetailpr.com), where we represent venture-backed technology startups. Seven years ago, while still running Dovetail, I founded a financial Web site called BestCalls.com, where we worked to open up earnings conference calls to individual investors. I sold that company in 2003. Over the last four years, I met my wife, a former reporter for *Soap Opera Weekly* magazine, and co-wrote a novel with her entitled *Boob Tube* (still searching for a publisher!) that parodies the daytime television soap opera industry. Lesleyann and I married in 2003 and will celebrate our two-year anniversary in May. We live in beautiful Los Gatos with two cats, 30 homing pigeons, and four chickens. I'm sure other additions to the menagerie are forthcoming. In our spare time, we take every opportunity to travel the US and world."



Stacy S. Williams, BS 88, and her husband, Matt.

Stacy S. Williams, BS, writes, "I'm in my fifth year owning and running a search marketing firm, Prominent Placement. My husband, Matt, joined the company a year ago and is leading our growth effort. It's a great market to be in and keeps our team extremely busy. We've got two daughters (10) and (7) and we also enjoy being involved with their school and activities. We've lived in Atlanta 14 years now and love it!"

1990

Zain McKinney, BS, was admitted into the partnership of Deloitte & Touche LLP in August 2003. She serves in the audit and assurance practice and focuses primarily on the healthcare industry. She joined Deloitte in July of 1991 after graduating from Haas. Zain was recently named a national director to the board of the National Association of Black Accountants Inc. She lives in Oakland with her family.



Zain McKinney, BS 90

Timothy R. Yee, BS, was appointed director of sales and operations at the top ranked AIG SunAmerica sales office. He is also looking forward to his 13th wedding anniversary. He would like to hear from fellow classmates and welcomes their e-mails at timothyryee@comcast.net.

1991

Holman Chin, BS, of Singapore, writes, "This is me: www.sugaratlas.8k.com."

1992

Bradley G. Leimer, BS, of Berkeley writes, "Ever since leaving Haas, I have been wearing the multi-colored marketing hat. Since 2001, I've been vice president of marketing for Kaiperm Federal Credit Union, based in Oakland. We serve the employees and health plan members of Kaiser Permanente, the largest private employer in the Bay Area (www.kaipermfcu.org). Prior to that, I spent nine years at Fortune 500 Cendant, most of it as the director of database marketing at its benefit consultants insurance marketing division, working with clients such as Citibank, Bank of America, and Washington Mutual. My experiences have run the marketing gamut, from direct marketing, brand management, scenario-based planning, creative development, advertising, response modeling, and system development. Outside of work, passion for culture, politics, travel, fine food, and wine have always led me back home to Berkeley, great friends, and the California Golden Bears! Let's go for the roses!"

1994

Paul Barbir, BS, of San Jose, writes, "I've recently taken a new position as vice president, marketing, in a new joint business between GE Consumer Finance and eBay. I also am now married with a 3-year-old son, and we are expecting one more child soon."

James Cooney, BS, has been so busy cheering Cal on to victory that he has been negligent in announcing the birth of his first daughter. Molly Erin Cooney was born May 17, 2004, 7 pounds, 9.2 ounces. Molly appears to not carry a grudge for the oversight. James and his wife, Bridget, are doing well, if a bit tired from chasing now two "baby Bears" around.



Audrey Lee and Charlotte Moon, daughters of Wansun Song, BS 95, and wife, Kathy Lee.

Brian Krawez, BS, see MBA 02 notes.

1995

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

Heidi Jerge, BS, of El Sobrante, Calif., writes, "My husband and I welcomed our first child on Aug. 30, 2004. Baby Zion Keith Jerge is healthy, and we're all very happy. Now my greatest challenge is finding a balance between motherhood and my career. I've decided to make a career change from institutional investment management into commercial real estate and finance. I'm currently making plans to open and manage a mortgage company branch office, and would love to hear about experiences or any advice from other alumni working in the real estate/mortgage industry. My email address is heidi_jerge@yahoo.com."



Heidi Jerge, BS 95, with her son, Zion.

Jeremy Omholt, BS, writes, "It has been a while since I last updated everyone on my life. In 2004, I left the CPA firm in Eureka, and Tai and I moved to Seattle, Wash., where I accepted a position as project manager for Prudential Northwest Realty. On Dec. 1, 2004, I became a joyous father of a beautiful girl named Annie Belle Omholt. My wife and I are exhausted but 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 hoping to make it to the reunion this year to see some of my fellow classmates; however, it looks like I will have to shoot for the next one. If anyone is in the area let me know."

Wansun Song, BS, writes, "My wife, Kathy Lee, and I were blessed with another girl last December. I currently practice law in the Los Angeles office of Pillsbury Winthrop LLP, an international law firm, where I represent banks in commercial loan transactions. Feel free to drop me a line at wsong@pillsburywinthrop.com."

1996

Jenny Yang, BS, writes, "I got married in August 2004 and moved to Champaign, Ill., with my spouse. This January I started a new job with the University of Illinois as the new program director of Asian Educational Media Service, a unit of the Center for East Asian & Pacific Studies."

Haas Alumni Network Worldwide Contacts



United States

Arizona
Robert Kahl, MBA 80
rgkahl@alumni.haas.org

Colorado
Johan Smet, MBA 97
johan_smet@trimble.com

East Bay
Oliver Cruz, MBA 80
cruzon54@yahoo.com

Florida (Miami)
Jaime Alfaro, MBA 00
JAlfaro@mysterling.com

Georgia
Brooks Mendell, MBA 00
Mendell_2000@alumni.haas.org

Hawaii
Kehau Kali, MBA 95
kehaukali@aol.com

Illinois (Chicago)
Charles Coustan, MBA 95
cjcous@yahoo.com

Los Angeles
Bart Young, MBA 76
byoung@thephelpsgroup.com

Michigan (Detroit)
Peter Laudat, MBA 98
laudat@alumni.haas.org

Missouri (Kansas City)
David Dickey, MBA 98
ddicke04@sprintspectrum.com

Monterey
Jeff Johnsen, MBA 94
jofftait@yahoo.com

Nevada
Jocelyn Holzwarth, BS 85
jwh.ipa.npc@lvcm.com

New England
Judy Benjamin
jbenjamin@cal.berkeley.edu
Celine Pan, MBA 97
celine_pan@yahoo.com

New York
Gwendaline Mazzara, MBA 01
gmazzara@mba.berkeley.edu

North Carolina
P.J. De Leon, MBA 94
deleon@mba.berkeley.edu

Orange County
Robert Hall, BS 74
robert.hall@plantronics.com

Oregon (Portland)
Ellen Galvin, MBA 98
eg@galvincomm.com

Pennsylvania (Philadelphia)
Steve Blechman, MBA 98
steveblechman@yahoo.com

Sacramento
Marty Parker, BS 65
mrvm@aol.com

San Diego
Adry Elmilady, MBA 03
elmilady@mba.berkeley.edu

San Francisco
Tanya Steinhofer, MBA 99
tshaw_mba99@alumni.haas.org

Seattle
Alyssa Farber, MBA 01
aefarber@hotmail.com

South Bay
David Hansen, MBA 81
david@hansen.net

Texas (Houston)
Arturo Cornejo, MBA 92
corart@hotmail.com

Utah (Salt Lake City)
Doug Clark, MBA 98
doug.clark@nxlight.com

Washington DC
Jonathan Weinstein, MBA 98
jonathan_weinstein@alumni.haas.org

Caribbean

Puerto Rico
Richard Velazquez, MBA 03
velazquez@mba.berkeley.edu

Canada

Ontario
Russell Kalmacoff, MBA 65
russ@rockmountcorp.com

British Columbia
William Shaw, MBA 02
williamjwshaw@hotmail.com

Australia/New Zealand

Australia
Gina Shafransky, BS 01
gina@shafransky.net

New Zealand
Ross McConnell, MBA 04
rossmcconell04@hotmail.com

Europe

France
Damien Dirringer, MBA 96
ddirring@cisco.com

Germany
Matthias Keudel, MBA 97
keudel@mba.berkeley.edu

Greece
Dimitris Giannis, MBA 00
dyannis@technocan.com

Italy
Ada Perniceni, MBA 98
aperniceni@hotmail.com

Norway
Tor Erland Fyksen, MBA 93
torfyks@frisurf.no

Russia (Moscow)
Konstantin Maslov, BS 00
maslovks@mail.ru

Spain
Mario Alvarez-Fernandez, MBA 98
mario.alvarez@mercermc.com

Switzerland
Urs Huber, MBA 93
u.huber@scasy.com

Turkey
Eyup Gulsun, MBA 03
gulsun@mba.berkeley.edu

United Kingdom (London)
Heather Hollick, MBA 04
heather@hhollick.com

South America

Argentina
Hugo Marcelo Quinones, MBA 97
marcelo_quinones@yahoo.com

Brazil
Fabio Ohara Ishigami, MBA 99
fishigami@riobravo.com.br

Chile
Gonzalo Miranda, MBA 99
gonzalo@endeavor.cl

Columbia
Lee Miles, MBA 70
lee@destinationcartagena.com

Mexico (Mexico City)
Emilio Guemez, MBA 98
eguemez@santander.com.mx

Peru
Freddy Amprimo, MBA 03 amprimo@mba.berkeley.edu

Venezula
Jorge A. Viera, MBA 01
jviera01@alumni.haas.org

Africa

South Africa
Jeff Paquette, MBA 92
JPaquette@cityyear.org

Asia

China (Beijing)
Irene Tanner, MBA 98
irene.tanner@china-ecapital.com

China (Hong Kong)
Eric Floyd, MBA 97
erictfloyd@yahoo.com

China (Shanghai)
Cooksie Giannini, MBA 92
csgiannini@yahoo.com
Carl van der Elst, MBA 02
covanderelst@gmail.com

India
Somesh Dash, BS 01
somesh.dash@gmail.com

Indonesia
Matt Sinder, MBA 99
msinder@alumni.haas.org

Israel
Hagit Katzenelson, MBA 98
katzenel@alumni.haas.org

Japan (Tokyo)
Akito Yamazaki, MBA 82
akitopeace@aol.com

Korea (Seoul)
Jay Kim, MBA 95
jay.kim@right.co.kr

Phillipines
Joey Yujuico, MBA 71
joey.yujuico@online.com.ph

Singapore
Dirk Hofer, MBA 92
dirk@hofer.name

Sri Lanka
Anosha Subasinghe, BS 91
anoshas@eol.lk

Taiwan
Renee Wang, MBA 00
renee_hf_wang@yahoo.com

Thailand
Apollo Chansrichawla, MBA 95
apollo@msscorp.com

University of California
Berkeley
Haas Alumni Network

Alumni Notes

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

1997

Michelle (Chung) Boifort, BS, writes, "After living and working in London for three years, I moved back with my husband to San Francisco. I started working for Bare Escentuals (cosmetic, skincare, bath and body company) in international sales and marketing. And I just transferred to a new position as assistant brand manager for the bath line. In addition, we just had our first baby girl, Laura Boifort, who melts our hearts and brings meaning to our lives."

1999

Doug Bentz, BS, of San Francisco recently started as the marketing manager for the San Jose Sharks and HP Pavilion. He will be promoting all sports and entertainment-related events at the San Jose-based arena.

Andrew Farthing, BS, writes, "This summer I'll finish my clerkship at the Delaware Court of Chancery, where I enjoyed watching all three months of the shareholder lawsuit regarding Michael Ovitz's hiring and termination. After surviving a cold and snowy east coast winter, I'll be glad to move back to California in August. Then in September I'll be joining Latham & Watkins, a large international law firm, at its Silicon Valley office, where I will focus on securities litigation. Finally, I want to say Cal Band Great, and Go Bears!"

Joseph Hartzell, BS, writes, "After working in consulting for Monitor, I got my MBA at IMD in Lausanne, Switzerland, in 2003. I'm in an MBA rotation program with Novartis Pharmaceuticals of Basel Switzerland that has me in a new role in a new country every six months for two years. My current rotation is in Sydney, Australia, as product manager for our highest priority product."

Gary Manalus, 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, Diverse City Theater, alongside fellow Cal alum! Hi to all my Haas friends!"

Eugene Wang, BS, writes, "After some time in consulting, I co-founded an enterprise software company called Nexad Systems (www.nexadsystems.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 most of my efforts on a new company, Creative Co-Op (www.creativecoop.com), which is a wholesale importer and distributor of home décor products. We have offices in the US and Asia, and we sell to independent retailers as well as the entire spectrum of large chain stores, such as Bombay Company, Target, Wal-Mart, and Dollar Tree. On a personal note, I have found my partner-in-life and am marrying Melissa You this summer. She is formerly of Sullivan and Cromwell and currently in-house counsel at UBS in Hong Kong. We will live in Hong Kong for the immediate future before settling in California. Until then, I will continue my semi-monthly 8,000-mile commute! I hope everyone is well. Go Bears!"

2000

Sara Cherlin, BS, writes, "I will be graduating this June with an MBA from Harvard Business School and look forward to some summer travels in China and Peru before embarking 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. scherlin@alumni.haas.org"

Christina Hollingsworth, BS, writes, "After living in Roseville, Calif., for over 3½ years, Jasper and I relocated again, and this time we moved to the wine country in Sonoma County. With this move we brought along with us our new addition, 5-month-old daughter, Sydney Fay. While Jasper continues practicing psychiatry in the North Bay area, I have returned to public accounting and am currently working for a local CPA firm. Look us up when you are in the area and let's go for a couple of wine tasting tours!"

Joe Lazar, BS, writes, "Life has been great post-graduation. I am now the marketing manager for a Grammy award-winning orchestra in New York, the Orpheus Chamber Orchestra. While it is common perception that it takes practice to make it to Carnegie Hall, I've found that all I needed was a Haas degree!"

Daniel Phung, BS, writes, "I'm an MBA student at MIT Sloan. Would love to catch up with anyone in the Boston area to show our Cal pride! (dphung@haasalum.berkeley.edu)"

James Wedewer, BS, writes, "My wife, Andrea, and I are expecting our first child, a boy, in late May. I have enjoyed a five-year ride so far in the real estate boom in Las Vegas and look forward to continuing my successes here with my family."

2001

Yi Ding, BS, writes, "I have a new feature film coming out on April 8. Here is the official Web site for the movie: www.smilethemovie.com. This film is based on 80,000 stories and is for a very good cause, the charitable organization, Operation Smile, which sends doctors to third-world countries to correct children with cleft lips. Billions of dollars are spent every year to make films. 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."



Yi Ding, BS 01 (right), is featured in the movie, *Smile,* released in April.

Nicole C. Wong, BS, writes, "I started the new year with a new job as the San Jose Mercury News business reporter covering workplace issues. I'm writing about everything from how technology is changing the way we work to how the increasingly diversifying workforce is shifting corporate cultures. If you have a tip or are willing to be interviewed on a particular topic, please shoot me an e-mail at nwong@mercurynews.com. I'd love to hear from you!"

Melissa Wong, BS, writes, "I'm engaged to Andrew Cheng. There are no dates yet, but we plan on getting married in 2006. We bought a house together and live 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 off at the moment."

2002

Yelena A. Bobyor, BS, writes, "The last two years have been a lot of fun! All this time I've been working at Andor 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 have taken me to UK, 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 to all the Bears with your life adventures! Look forward to seeing you all at our reunion in a few years! Go Bears!"

2003

Anjali Banthia, BS, of San Francisco writes, "After a wonderful two years of working in brand management at the Clorox Company, I'll be moving to England this fall to pursue a masters in international relations at the London School of Economics. I'll miss Berkeley and the Bay Area dearly, but I'll be sure to bring the Cal spirit with me in my next adventure. Go Bears!"

Jeremy Bliss, BS, a participant in the International Management Program with HSBC Bank, has completed an 18-month rotation in corporate institutional banking and markets in Madrid, Spain. He recently relocated to Hong Kong to work within the personal finance division of the London-based and world's third largest financial institution by market cap. One of the professional highlights for Jeremy while in Spain was his key role in the largest European mergers and acquisition transaction for the transportation sector last year (the purchase of airport operator TBI, plc. by Spanish concessionaire, Abertis, S.A.). His new role will place him in HSBC's Hong Kong headquarters where he will be managing the relationships of expatriates and local, high net-worth clients working abroad.

Victor Pineda, BS, of Bangkok, Thailand, writes, "My foundation is going strong. We are working with UN and the World Bank on post-tsunami redevelopment planning in southern Thailand. I will be here in June and finishing a documentary film in Bosnia and Spain in July, then making presentations on the Disability Treaty in New York in early August. I would love to meet up with Haas brothers and sisters, pinedafoundation@gmail.com."

2004

Allen C. Chang, BS, writes, "I've now survived four months living in Mexico City while working with HSBC. It's definitely not as scary as 'Man on Fire' makes it seem, and there are lots of things to do and see. I'm working my way down the list of tourist attractions and working through the Chinese restaurants in the city, hoping to find a decent dim sum place."

Adam Ludwin, BS, of New York writes, "I've been at The Boston Consulting Group for six months now and am happy to say that Haas did a fantastic job preparing me for management consulting. Outside of work, I launched a business ethics forum for young professionals which takes place each month at the Ritz-Carlton. The goal of the forum is to have a dialogue about how we can leverage our skills and experience to most effectively make a difference in the world. The forum attracts 30 young professionals from around New York and is facilitated each month by a prominent business or community leaders. In other news, we are officially three days into spring, but the snow and hail is still pounding down! Where is sunny California?"

Amit Sura, BS, writes, "After graduating from Cal, I had two weeks off and traveled the likes of Mexico before heading to Boston to begin a dual MD/MBA degree at Tufts University School of Medicine. The last summer was spent taking MBA classes, and in the fall I began medical school. I will be completing my first year of medical school this coming May, and I will 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 the MBA curriculum as well as the use of a concrete application of critical thinking obtained at Haas in the medical program. I miss California and the Berkeley campus and can't wait to visit. Go Bears!"

2005

David Aminzadeh, BS, will graduate with a BS in business administration from Haas and a BA in statistics. He was named to the Dean's List, Honors, Golden Key Honor Society, Mortar Board Honor Society, and Phi Beta Kappa Honor Society. David has worked at Lawrence Berkeley National Laboratory, and started his own non-profit Geoharmonics, which specializes in providing oil exploration and geophysics software to students and researchers alike. David is a nationally ranked tennis player in juniors. He also completed his first marathon in 2003 at the San Francisco Chronicle Marathon, and he has since run two others, with his fourth coming in April at the Big Sur International Marathon. He has accepted an offer with Microsoft in Redmond, WA to join its renowned finance program.



Recent graduate, David Aminzadeh, BS 05, makes his post-Haas leap.



Alumni Notes

Save the Date
HAAS REUNION WEEKEND April 29-30, 2006
Including special class features for MBA Classes of 2001, 1996, 1991, 1986, and 1981

MBA

1965

Schuyler Bailey, MBA, writes, "On March 23, Chancellor Birgeneau spoke to our local Berkeley Rotary Club about his vision for Cal during his tenure as chancellor. As you can appreciate, our club has a long and close history with people from Cal. When I met him at the door, I told him that I remembered our first meeting. It was in the Doe Library in October when he walked into our class of 64 cocktail party prior to the All Class Homecoming Dinner and addressed us, 'It is a joy for me to make my first formal address as chancellor to an alumni group. I'll begin by thanking you for raising $655,000 for this year's 40th reunion class gift!' Incidentally, our class gift to Cal back in 1964 was the cannon that goes off at Memorial Stadium after every point Cal scores during a football game! Also, last weekend I had the opportunity to perform in a play at a local women's club (my wife, Susie, is a member). I was Charley's aunt in the play "Charley's Aunt." For those of you who are familiar with that play, the highlight for me was the hysterical laughter from the 4-year old granddaughter of the woman who played Kitty during the scene where I accidentally pour tea into Mr. Spettigue's hat. Of course, upon discovering the error, I add more tea, cream, sugar, stir the entire mixture up, and pass him back his hat. The little girl absolutely got it – the moment we actors all cherish! Retirement sure beats the banking career! Go Bears!"

Richard Knobel, MBA, writes, "After 30 years in medical care in Hawaii and 26 years with Kaiser Permanente, I retired in 1997. In 1999 I joined a large, dynamic church, Central Union Church in Honolulu, began receiving Medicare in 2000, realized a call to ministry 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 of last year I received and later accepted a call as pastor from St. John United Church of Christ in Houston, Texas, where I began ministry in September 2004. Life is astonishingly good. Cheers and all best wishes to those who knew me in the MBA program 1962 to 1964! Aloha."

1966

David Gideon, 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 media analysis, selection, and placement systems for the industry, together with publication of industry trade magazines, guides, and Web sites for over 25 years. While retired from these areas, I am actively involved with Gideon-Cardozo Communications, which handles clients in the Caribbean, Europe, and the US."

Victor Pinzon, MBA, writes, "I am president/founder of Americas Global Foundation, a nonprofit, NGO, think-tank, advocate organization, founded in 1991, based in Washington, DC. To achieve our ambitious mission, we have numerous exceptional programs, such as 'Empowering World's Agents of Change' in Washington, DC. We would like to invite motivated, passionate UC Berkeley students to participate in this unique program. Any one interested should contact me. vicpinzon@theamericas.org and vicpinzon@yahoo.com"

1967

Stephen R. Wood, MBA, writes, "I retired in 2004 from Shell Oil Co. after a 36-year career in human resources management. While at Shell, my proudest moment was the implementation in the mid-1990s of a Web-based employee self-service system I designed. This pioneering service enabled all employees to view and change personal information held by the company. My wife, Donna, and I are living in Kingwood, Texas, near Houston. We have three grown children and two grandchildren and enjoy overseas travel and local volunteer work. My favorite volunteer activity is doing a live broadcast once a week on HTBR (Houston Taping for the Blind Radio). This entails reading from the Houston Chronicle newspaper for visually impaired listeners."

1969

Dean Suzuki, MBA, of Danville, Calif., joined the firm, UBS Financial Services, in Walnut Creek as a financial advisor in April 2004. He is president-elect of the East Bay Chapter of the Haas Alumni Network.

1970

George Reitter, MBA, writes, "After living in the Bay Area for most of my career, I accepted an offer to be the CFO for Simpson Gumpertz & Heger Inc. in Boston. SGH is a consulting engineering firm with offices in Boston, San Francisco, New York, Los Angeles, and Washington, DC, with specialties in structural and building envelope evaluations and design. As I look out my window the snow is falling. The weather alone is quite an adventure. We love the challenge. Having worked with the Haas Alumni Network in the East Bay, I was happy to find that there is an active chapter in the Northeast. We are having a wine tasting at the end of month (California wines only)."

1971

Robert Caruso, MBA, of San Leandro is president of the John Benjamin Co. Inc. which specializes in commercial and residential property management in the East Bay. The company offers a broad range of property management and property construction services.

Steve Fabricant, MBA, is easing into retirement on tropical Okinawa, Japan, still doing some consulting in public health financing in the third world, while wife, Keiko, enjoys her work with the prefectural health department. 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 part of the island, and I rarely see any Westerners here in Naha, the capital. It's a good place to raise the latest crop of kids, too: Ayumi (14), Marina (12) and Liachan (4)."

G.J. Max Oliva, MBA, of Calgary, Alberta, Canada, writes, "In my ministry with business people I publish a monthly, online newsletter, 'Spirituality and Ethics.' As of January 2005 it is available at www.cccm.ca Click on 'Message Board' and scroll down to the newsletter."

William E. "Bill" O'Neal, MBA, writes: "Most notably, I retired from the US Department of Energy as a Contracting Officer after 20 years. I then was recruited to teach mathematics and science in middle school in Oakland Unified School District by Dr. Fred Ellis, where I worked until I retired (again) in 2003. Currently I am working as a substitute teacher in Stockton, Calif. (Stockton Unified). I have a son, William who graduated from San Francisco State University, and a daughter, Caron, who is attending Holy Names College in Oakland."

1972

Kandathil Jacob, 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 new position, he will have global responsibility for marketing predictive analytics-based solutions to manage risk, prevent fraud, and automate transaction-level decisions at major financial services institutions, telecom companies, and utilities around the world. He can be reached at kandathiljacob@fairisaac.com. He and his wife, Cora, moved to sunny San Diego from Silicon Valley 2½ years ago when he joined HSBC Auto Finance. They are enjoying their Mediterranean style home in Rancho Santa Fe. A few months ago, they took up raising chickens as a new hobby - 12 hens and a rooster. They are also excited that their son Suresh will be completing his MD degree in June.

1973

John Anderson, MBA, and **Barbara Fortini Medwadowski, MBA 82,** owner of Draper & Esquin Wine & Spirits, have combined their wine expertise with a Native American majority-owned company to sell wine with a Native American theme to several of the Indian casinos in California, Oregon, and elsewhere. The new company is called Indigenous Wines LLC. Draper & Esquin, located in Pt. Richmond, produces Chardonnay, Cabernet, Merlot, and Pinot Noir in the very traditional, classical négociant way that characterized much of the California wine industry before Prohibition. The company is the only wine business in the US to enjoy Women Business Enterprise status. In addition to that, being the minority shareholder of a Native American majority-owned company makes Indigenous Wines an especially attractive partner for businesses wanting to support Native American and minority enterprise, both on and off the reservation. Go Bears!

For more information, e-mail john@draperandesquin.com, or call 510/236-8000.



Leonard Kam, MBA 74, is pictured with the salmon he caught in the Pacific Ocean. He writes, "We were approaching the Golden Gate Bridge when this picture was taken. A normal year for me is 10 to 12 salmon. However, last year I caught 23. Some were absolute monsters."

1974

Natalie Kam, the oldest daughter of **Leonard Kam, MBA,** of Orinda, Calif., recently returned to the Bay Area and joined Varian Inc. in Palo Alto as senior auditor and head of Sarbanes-Oxley compliance. After graduating from Haas in 2001, Natalie was employed by Protiviti. She worked first in San Francisco performing S-O audits, and then moved to Protiviti's New York office in a similar capacity. Michelle, Leonard's middle daughter, is a recent Cal graduate in computer science. She will be joining Lockheed-Martin in Sunnyvale this summer. Leonard's third daughter is a sophomore at MIT majoring in materials science engineering. She has just accepted an internship with IBN in Singapore to work in nanotechnology research.

Gary H. Todd, MBA, of San Mateo, Calif., writes, "My son, Matt, will graduate in June. He joins his mother, Marty (Hall), BS '73, his sister, Laura, BS 03, three grandparents, and a great grandmother in the Cal tradition. In answer to the obvious question, the Cal Alumni Association, particularly annual trips to the Lair, has been unduly influencing impressionable young children for at least two generations."

1975

Judith Lacina, MBA, of Pleasanton, Calif., accepted a position beginning fall semester 2005 as the house director for Sigma Delta Tau at the University of Michigan.

1977

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

1978

After graduating from the evening MBA program, **Raymond J. Fry, MBA,** of Oakland worked as a paint chemist in Detroit and then moved to San Francisco and became a product development chemist at Clorox. He then moved to Levi Strauss 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 Reverse Mortgage.

Chris Gray-Smith, MBA, of Belmont, Calif., is CFO and executive vice president at CoTherix Inc., a South San Francisco biotech company. Chris writes, "After living in the Bay Area since my Berkeley days, I just spent three years in San Diego and returned to the Bay Area in April 2004 to join CoTherix. Since that time, we have gone public and gotten our first product approved for the treatment of pulmonary arterial hypertension. It has been a wild and busy time, and I look forward to reconnecting with my Berkeley friends!"

1980

John-Paul Leonard, MBA, writes, "I'm still publishing books and bringing out my second exposé of 9/11 this month, *9/11 Synthetic Terror: Made in USA*. The author is Webster Tarpley, author of *George Bush: The Unauthorized Biography* back in 1992."

Deborah Miller, MBA, of Saratoga, Calif., was elected to a second term as co-managing partner at GCA Law Partners LLP in Mountain View. Her law practice focuses on software licensing and product sales and distribution. She and husband, John Barnes, live in Saratoga. Their daughter, Sarah (born while Deborah was in the MBA program), just graduated from Boalt Hall School of Law and son, Eric, is a senior in economics at UC Davis.

Michaela Rodeno, MBA, who attended the evening program, enters her 17th year as CEO of St. Supery Winery in Rutherford, Napa Valley. She writes, "It takes a long time to develop vineyards, build and populate a winery, and create an enthusiastic customer base for the wines. But it sure is fun!" That may explain why she's had only two jobs in 33 years in the wine business, the first at then-nascent Domaine Chandon. If the wine business ever goes south, the Rodeno family is in real trouble, as Gregory is a wine and land-use attorney, and the family owns two vineyards and produces a tiny amount of delicious Sangiovese under their Villa Ragazzi label. The good news is that more Americans than ever are developing a taste for fine wine.

1981 | REUNION

After 20 years in various capacities with Fireman's Fund American Life, Amex Life Assurance Co., GE Capital Assurance, and GE Financial Assurance in San Rafael, **David Dorfman, MBA,** was relocated to Richmond, Va., to what became the IPO Genworth Financial in September 2003, three days before Hurricane Isabel. He has taken up motorcycling and writes, "What a ride!"

1982

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



Peter Nielsen, MBA 82, on his Harley.

Alumni Notes

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

Chapter News

Faculty Sling Mud and Economic Arguments



East Bay — Armed with erudition and insults, Dean Rich Lyons and Professor Andrew Rose debated "The US Dollar: Will the Bottom Fall Out?" at a sold-out Haas Alumni Network Celebration in the East Bay. The February event was held at the Oakland headquarters of Dreyer's Grand Ice Cream.

Bay Area Alumni Hear from Stem Cell Experts

San Francisco — A capacity crowd heard the latest thinking on human stem cell research at a special event organized by Haas and the San Francisco chapter of the Haas Alumni Network. The March event was hosted by Don Fisher, BS 50, chairman emeritus and founder of Gap Inc. Edward Penhoet of the California Institute for Regenerative Medicine, which was created as a result of Proposition 71, was the featured speaker. Penhoet serves as vice chair of the institute's Citizen's Oversight Committee and is the former dean of UC Berkeley's School of Public Health. He discussed the complexities and promise of stem cell research with Robert Tjian, professor of Biochemistry and Molecular Biology at UC Berkeley.

Bubble, Bubble, Real Estate Trouble? LA HAN Investigates

Los Angeles — Is the real estate market doomed to the same fate as the stock market in 2000? This was the substantial topic of discussion at a Los Angeles chapter event in April. More than 300 people flocked to LA's Luxe Hotel to hear experts such as Haas real estate development professor Robert Edelstein and UCLA senior economist Christopher Thornberg weigh in on the current state of real estate. Panelists explored whether or not a bubble is developing and just how dramatic subsequent reductions in home values could be.



Asia Alumni Meet Dean Lyons

Shanghai — Ta-lin Hsu (right), PhD 72, chairman of H&Q Asia Pacific and a Haas School Advisory Board member, hosted a welcome reception at his home for Dean Richard Lyons on May 31. Dean Lyons, pictured with his wife, Jennifer (left); Alumni Relations Director Kristen Williams (2nd from left); and Mr. Hsu (right), visited Shanghai as part of a two-week Asia trip this spring to strengthen the school's connections with the alumni and business communities in Japan, Taiwan, China, and Singapore.

vice president of engineering at WebWare Corp., I've changed careers. I have partnered with Loretta Ferraro, a veteran luxury home specialist at RE/MAX of southern Marin. As a Realtor, 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 get in touch with me at 415-299-0487, or visit our Web site at www.MarinRealtyExperts.com. Having the freedom to be out and about and not tied to a desk has also had the side benefit of giving me more occasion to ride my Harley!"

1983

John Bernard, MBA, has been working in affordable housing in California for several years, but last year he took six months off to live in Europe. His wife is from Munich, so they rented a furnished apartment close to downtown Munich and used that as a base to travel around Europe. He can speak "restaurant German," but panics if someone says more than a sentence or two back to him. They're back in Laguna Beach, Calif., getting readjusted to the working world.

Gordon L. Rogers, MBA, of Walnut Creek, Calif., a graduate of the evening program, writes, "I accepted the position of executive vice president for Fukuda Denshi USA in December. In this capacity, I am responsible for Fukuda Denshi's operations throughout the Americas, from Canada to South America. Fukuda Denshi is one of the worlds largest medical device companies with $700 million in annual sales. Based in Tokyo, we are undertaking a number of initiatives to increase our sales throughout the world."

Starting in July, **William Zarit, MBA,** of Kuala Lumpur, Malaysia, will be the regional director for East Asia and the Pacific for the US Department of Commerce's Commercial Service, based in Washington, DC.

1985

Alan L Donald, MBA, writes, "Heidi, Kai (13), Eric (8), and I recently relocated to Charleston, S.C., after spending six great years in Vancouver, BC While we miss the gorgeous BC mountains, we are thrilled to live in a warm coastal area with a pro-business attitude, Southern friendliness, and excellent economic development potential. I joined Keller Williams Realty and specialize in residential and investment property sales. Since this was our fourth international move since leaving the Bay Area, I have now learned what it takes to relocate successfully! I'd be very glad to help anyone relocating, selling, or buying a home anywhere in North America. We have a great professional network of 35,000 consultants!"

Susan Hill, MBA, has moved from Mt. Diablo Habitat for Humanity in Concord to the First Place Fund for Youth in Oakland. This agency supports former foster youth in their transition from foster care to successful independent living. The program provides affordable housing, supportive 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 former foster youth to become self-supporting adults.

Steve Tirado, MBA, was recently promoted to CEO and director from president at Silicon Image in Sunnyvale, Calif. Silicon Image is a $170 million fabless semiconductor company with over 250 employees.

Virginia L. Williams, MBA, a graduate of the evening program, writes, "Since 2002, following a long international career as a senior executive, I launched my own firm, Ventures Worldwide Ltd. (www.ventures-worldwide.com) based on Lake Geneva, Switzerland. I am fully engaged as an executive coach and leadership trainer. Other volunteer and leadership responsibilities include head of International Coach Federation (www.coachfederation.com) for Suisse Romande (French-speaking region of Switzerland) and the Geneva representative of the European Professional Women's Network (www.epwn.net). Among my clients are leaders in executive roles, entrepreneurs, and other business professionals. I enjoy working with leaders in transition – a new job or promotion, entering a new field, taking on a new challenge, or seeking greater life-work balance. Ventures Worldwide's flagship leadership programs include 100-day fast track for executives, breakthrough coaching, and Catalyze your Dreams, a women's enterprise group. Following my passion for making a positive difference in the corporate world, I wrote a paper entitled 'Peaceful Productivity - A corporate strategy for peace of mind and extraordinary results.' I would love to hear from anyone who has other ideas how to implement this strategy."



Virginia Williams, MBA 85

1986 | REUNION

Will Alameida, MBA, writes, "I am senior vice president at Science & Technology International, a Hawaii-based research and development firm specializing in the development of technologies for the military, medical, and environmental markets. Last year I sold our military business to BAE Systems, and I am focused on building our medical device company, where we are using advanced imaging technologies to diagnose cancer at the cellular level. Living in Hawaii has its advantages, including sun, surf, and sea, but I do miss the Bay Area and my old friends at Cal. Aloha!

Mark Coopersmith, MBA, writes, "I have recently joined the Addis Group, a marketing and branding consultancy as president of the strategy practice. I have also maintained my involvement at Haas, teaching entrepreneurship in the MBA program for the past several years (and I don't miss the basement of Barrows!). I haven't strayed far from Berkeley since our college days, living in Tiburon with my college sweetheart, Lori (Berkeley BA 83, Hasting JD 86), and children, Ali (11) and Matt (7).



Mark Coopersmith, MBA 86, and fellow dreamers.

Daniel R. Engel, MBA, of San Diego recently joined the Board of Trustees of the John Wayne Cancer Institute (www.JWCI.org). The JWCI has received worldwide acclaim for advances in melanoma (skin cancer), breast, and colon cancer as well as immune therapy of cancer. Dan will focus on corporate sponsorships to assist JWCI in rapidly turning scientific breakthroughs into innovative approaches to treatment and early detection of these and other cancers.

Satish Rishi, MBA, writes, "I am the CFO of DuPont Photomasks Inc., based in Austin, Texas. I worked at Intel from 1986 to 1999 (U.S., Japan, and Hong Kong), joined Dell in 1999, and then joined DuPont Photomasks in 2001."

Tom Zengel, MBA, of Pleasanton, Calif., writes, "After Haas, I worked as a Bay Area business lawyer, then spent time in Washington, D.C., and Houston working in international tax consulting. Then I got a little smarter and worked my way back to the Bay Area. After 4 1/2 interesting years in Silicon Valley as a tax director, first for a dot-com that bombed and then for an explosive-growth NASDAQ 100 company, I recently joined my brother's real estate valuation firm to help expand the business and launch a complementary practice area, business valuations. We work with lenders, CPAs, lawyers, businesses, and government throughout Northern and Central California. My wife, Karen, and our beautiful, curly-haired daughters, Katja (6) and Keara (4), are great at keeping me balanced and energized outside of work. Go Bears! tzengel@zengelassoc.com"

1987

Dale Weideman, MBA, of Pacifica, Calif., writes, "In the true spirit of an economics undergrad with a Haas MBA, I'm working to maximize utility while making a solid profit! These days I'm a solutions consultant at CustomerSat, one of the leading companies specializing in measuring and helping companies maximize customer satisfaction and loyalty. I'm really enjoying helping companies like Charles Schwab, Canon, HP, Digital Insight, and WebEx understand the key drivers of customer satisfaction and how they can move the dial to increase retention, referenceability, and related product sales. If you're interested in some of the latest research and best practices in satisfaction and loyalty research, I'd be glad to answer any questions. You can reach me at dalew@customersat.com."

1988

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

Daniel Maljanian, MBA, his wife, Patrice, and children, Adriana, Aram, and Avedis, have moved to South Pasadena's Marengo District, and are enjoying life in one of Los Angeles' premier "small towns." He encourages classmates to look him up and join the family for ice-cream at the Fair Oaks Soda Fountain.
danmaljanian@yahoo.com

Alumni Notes

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



Dan Maljanian, MBA 88, and family.

1989

Adrienne Eng, MBA, of Newark, Calif., recently left Yahoo! and joined Network Appliance as a compensation manager.

Carlos Gaviola, MBA, writes, "After three years with Business Objects, I recently joined Vecta Software Corp. as vice president, international. My role will be to develop in Europe and North America, this pre-IPO software publisher, based in Oxford, UK. Vecta is the market leader in the domain of sales intelligence (at the intersection of business intelligence, CRM, and ERP systems). I will be traveling quite often to the Bay Area as I build up the staff and the partnerships to establish our presence in the US market. However, for the time being I will remain based in Paris with my family."

Eric Prothero, MBA, writes, "Greetings from the airplane! I continue to work with IDC, running its Latin America operations based out of Miami. We hung in through the tough tech recession over the past few years, and are now up to over 100 employees in seven countries in the region. I am blessed with two great boys, Richard (5) and Nicolas (2), who keep Suely busy when I am on the road."

Maria Vickroy-Peralta, MBA, of San Francisco, an evening program graduate, writes, "My 15-year career in banking had been very fulfilling, but I was ready for new challenges. In September 2004 I resigned from my position as managing director at ABN AMRO Bank to pursue my Master of Arts degree in theology full-time at the Dominican School of Philosophy and Theology in Berkeley. I will spend this spring of 2005 in Rome, studying at the Pontifical University of St. Thomas (also known as the Angelicum), then returning to the DSPT in the fall of 2005 to complete my degree. Upon graduation, my objective is to work for a Catholic educational institution, religious order, or service organization in a finance or development capacity."

1990

Javier Canas, MBA, of Madrid, Spain, writes, "Following a major restructuring of Adeslas, the largest private health care insurer in Spain with sales over $1 billion, I have been promoted to the position of organization manager, with responsibilities in process reengineering, development of human resources, maintenance of facilities, and purchasing. I am very excited with this opportunity and the challenges I will have to face."

Diane S. Fong, MBA, writes, "Spencer and I welcomed twin girls into our family on Sept. 12, 2004. Born at 36 weeks, Britney Grace was 5 pounds and Kaitlyn Patrice 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, Alyssa, attends pre-kindergarten in Redwood Shores. We recently had to purchase our first minivan so we have room for everyone. Professionally, I have a new job as senior VP/project manager in the Securities Investment Group at Wells Fargo in San Francisco. I still work three days a week, so I can spend time at home with our three girls."

Scott Hansen, MBA, was recently named senior manager of business development at Adobe Systems in San Jose, Calif. He'll be responsible for emerging businesses associated with Adobe's Creative Suite offering. Adobe's Creative Suite includes Photoshop, Illustrator, In-Design, Go-Live, and Acrobat applications.

Lynda Mansson, MBA, of St-Prex, Switzerland, was appointed director of global operations at Worldwide Fund for Nature International, based in Switzerland. She has been with WWF for eight years, first as business process manager, then director of learning and development. She looks forward to this new challenge.

1991 | REUNION

Joe H. Brand, 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 about 30 different countries, visiting with classmates **Pete Baltaxe** (Prague) and **Louisa Wu** (Singapore). Andrea and I got married in May 2003; **Bruce Kirton** was a groomsman, his daughter, Sydney, was our flower girl, and fellow MBAs **Shaw Taylor, Lou Pelosi,** and **Frank Hundley,** attended our wine country (Sonoma) wedding. However, the highlight has been the arrival of our son, Joseph Miguel Brand, on March 13, 2004. We're now looking forward to the arrival of our daughter, Aryana, in June 2005. On the career side, I decided to take the plunge once again and joined a San Francisco startup, SenSage, as a regional sales manager in the emerging security risk management space."



Kumiko Iwashita, MBA 91

Kumiko Iwashita, MBA, of Oakland writes, "During the past 14 years since graduation, I have worked in finance and accounting jobs in the Bay Area and now work for Nextel Communications. I am happily married to Rod with two beautiful daughters, Miya (4) and Yuka (2)."

Yasunori Nakagami, MBA, of Tokyo, Japan, writes, "After working as partner for the largest independent strategy consulting firm; Corporate Directions Inc., for 13 years since my graduation, I finally changed my career. I raised a new fund with a hedge fund, established a new investment advisory company, and became CEO this April. The new fund will act as a friendly activist fund investing to Japanese listed companies who have room for management improvement. I am very excited about the marriage of advanced financial technology and management consulting expertise. Family-wise, I am living a happy life with my wife, Coco, and 7-year-old daughter, Kyoko."

1992

Victor Casalino, MBA, writes, "In November 2004 we moved to Sydney, Australia. I accepted a director of finance role for Australia and New Zealand with Microsoft. Sydney is a great place to live and has great cultural life. Monica and I are thrilled to have this experience. Daniela (7) is attending a very nice school in our neighbourhood, and Mateo (2) attends a small preschool also in the area. We expect to be here for two to three years."



Rich Jones, MBA 92, with his bride, Cynthia

Rich Jones, MBA, writes, "I've finally left bachelordom. I know most of you won't believe it, so I thought I'd 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 Mercado, MBA, writes, "I hope all the MBA class is 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 as busy in the professional side. I'm employed by Citigroup as VP of Global Consumer Group Latin America, helping a very strong management team relaunch this region. In addition, three years ago I started a company to do mobile car washing services in malls, office centers, and large parking lots. We have been very successful. We are leaders in Mexico, starting operations in Central America, and have sister operations in Chile and the Philippines. Hope to hear from you all."

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

1994

Art Altman, MBA, of San Carlos, Calif., a graduate of the evening program, manages the energy derivative valuation and risk management practice of the Electric Power Research Institute in Palo Alto, Calif.

Hilary Feier, MBA, of Seattle, Wash., writes, "Frank and I welcomed our second daughter, Sofia, on Dec. 9, 2004. I just started back at work this spring at Hitachi Consulting."

Bill Koefoed, MBA, of Seattle, Wash., recently left the Bay Area to join Microsoft as general manager of Microsoft Business Connect.

Marrying her passion for technology, communication, and the arts, **Suzanne Lamar, MBA,** founded PageSage, producing the award-winning instructional DVDs for the hobby and craft industry. PageSage set the standard for videos and DVDs in the $29 billion craft market. She resides in Pacifica, Calif., with her husband, Charlie, and their son, Colton.

Emma Rosen, MBA, of Albany, Calif., writes, "We moved to the East Bay from San Francisco last June to get more space and just had kid No. 2 on Jan. 5, 2005 – five weeks early. Catherine (Cate) Caley Menotti is thriving and loves wearing blue and gold like her older bro, Luca (2 1/2). I'm working with Activa Public Relations, particularly with startup companies and sales-focused marketing teams. Please look us up, 510-527-5498."

Guy Wilnai, MBA, of San Jose, Calif., writes, "Ilanit and I are proud to announce the birth of our son, Shemayah Gilad Wilnai, on Feb. 8, 2005. Here he is at 9 days old, with his three older siblings."



Guy Wilnai, MBA 94, snaps a photo of Baby Shemayah with siblings

1995

Gaitri Chandra, MBA, writes, "In November I celebrated my marriage to Richard Vermeij at a wedding ceremony in Puerto Vallarta, Mexico. It was truly a Haas affair starting with our initial introduction through a fellow Haas alumnus, **Arno Hesse,** and culminating in the Mexican celebrations with nine other former Haas classmates. It was truly an international event. Now I'm enjoying my new job at PRTM, a departure from my years in industry.

Kassim Chaudry, MBA, is the director of packaging and e-commerce software at BrandWizard Technologies, where he has been since 2002. He resides in a quaint New Jersey suburb of New York with his lovely wife and three wonderful children. Kevaan, who was born in Berkeley, will be 10, Kiren is 7 and Kamryn is 4. He writes, "Please call or stop by and visit if your travels ever take you to the Big Apple or its vicinity."

Joerg Dreisow, MBA, of Starnberg, Germany, was promoted to managing director of the Presentation and Media Technology Division of TA Triumph-Adler AG.

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

Rob Leland, MBA, left his job at a technology hedge fund in San Francisco in early 2004, rewrote an old screenplay about a teacher in China, had a baby girl, then started work as a financial planner at American Express on the peninsula in Redwood Shores. He lives in San Carlos with his wife, Annie, and two children. Send him a note at rleland@alumni.haas.org.

Ross Van Woert, MBA, writes, "In mid-2003, Tracy and I 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 launched my own company, Consynia Marketing LLC (www.consynia.com). We focus on marketing, consulting, and communications for high-tech companies. So far, so good: The



Gaitri Chandra, MBA 95, weds Richard Vermeij in Puerto Vallarta

Alumni Notes

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

business is growing, we're getting repeat engagements, and things are going well."

Michael Yang, MBA, of Mountain View, Calif., writes, "I recently launched my latest venture startup, Become.com, which is an online shopping search engine that helps consumers find product review and buying guides for all kinds of products on the Web. We raised $4.5 million in venture capital so far and are now going out to raise $12 million in the next round. We will be competing with Google and Yahoo for the hearts and minds of Internet shoppers."

1996 | REUNION

Linda Behnke, MBA, writes, "The Behnke family has finally officially settled back in the Bay Area. We moved into our new home in the Oakland hills with a wonderful view and plenty of space for Vincent (at least compared with our Munich apartment) in January. Golding Capital Partners officially opened its San Francisco office, which I am heading up. In fact, we may be recruiting our first summer MBA from Haas soon! Also, please contact me if you are interested in helping form a venture capital/private equity alumni interest group, an idea I am currently developing with faculty and current students. (415) 515-6736"

Andre Marquis, MBA, of Palo Alto, along with Nina, Camille, and Zeno, are happy to announce the arrival of Hugo Emmanuel Marquis on Feb. 17, 2005. He's the first native Californian in the family.

Paulo Penteado, MBA, of Sydney, NSW, Australia, has changed roles within the Beacon Group to become director of strategy and alliances of Xylogy Research (www.xylogy.com), a project governance software startup in which the group invested. The first alliance formed is with Business Engine, a leading US project portfolio management software provider.

Alan Seigrist, MBA, is pleased to announce the arrival of Christina Rose Seigrist, born January 3, 2005, 8lbs & 13 oz, at Alta Bates in Berkeley. "By February 13th, little baby, daddy & mommy (Barbora Seigrist) were on the plane back to Hong Kong which is our current home. Little Christina is in good health and following in the international footsteps of her parents!"

1997

Hope Jarvis, MBA, of Summit, NJ, was promoted to manager and vice president of corporate development at Chubb & Son Insurance.

Patrick, MBA, and **Shireen Moeckli,** of Zurich, Switzerland, write, "After the birth of our son, Quentin, in February 2004, we are preparing for a new step in our little family as we are expecting the birth of our daughter in June this year. I joined HP in Switzerland as CRM manager responsible for a strategic project impacting whole EMEA. All this kept us so busy that we've been seeing our Euro-Haas friends a little bit less in the past few months. This is a call to the **Keudels, Zambianchis, Gabrielsens, and Tubylewiczs** of this world to rally and meet soon again! Greetings to you all."

Alan Norquist, MBA, of Silicon Valley writes, "Stephan Elliot Norquist joined the Cal family on March 12, 2005. He was born over a week early but entered the world at a respectable 8 pounds and 20.25 inches. So far he has a full head of dark hair and eyes of an indeterminate color. His sister eagerly cares for her baby brother, often reassuring him 'It's OK, baby brother' whenever he cries."

Lubos Parobek, MBA, writes, "Elli and I are living with our two sons, Kory (4) and Tyler (1), in Montclair, Calif. I am managing several handheld products at iAnywhere Solutions."

1998

Gonzalo Argüello, MBA, writes, "I'm working in Buenos Aires as marketing director at Netactica, a company I 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 Haas classmates and get together once a year. For work purposes only, of course!

Ellen Galvin, MBA, writes, "My husband, Patrick, and I moved ourselves and our business from the Bay Area to Portland, Ore., this past October. Everyone warned us about the rain, but the weather has been great so far and we love it up here! I've just assumed the role of alumni representative for Portland, and am looking forward to meeting more Haas alums in the Pacific Northwest."

Peter Laudat, MBA, of Oak Park, Mich., writes, "Reon and I are happy to report Christian Laudat's birth Dec. 20. Otherwise, same old stuff in Detroit and Ford."

Inese Lowenstein, MBA, moved to Natick, Mass., two years ago and continues her career in marketing for biotechnology and bioscience companies. She is a group product manager in the biopharmaceutical division of Millipore Corp. Inese and Andrew have two children, Anna (6) and Thomas (3).

Mei-Hsia Tan, MBA, and **Raymond Lin, MBA/MA 93,** of Belmont, Calif., are thrilled to report that they started the year off by welcoming a baby girl into the family. Anya Hsiang Lin was born a few days ahead of schedule in January. Mei-Hsia is taking a four-month vacation from her corporate marketing gig at Actuate to ease into her new role. She fully expects to put nothing she learned at Haas to use during those four months but believes negotiations and conflict resolution could come in handy in a couple of years.

1999

Mitchel Harad, MBA, of San Francisco writes, "I recently sold my business, Bay Area Surplus, to my largest client and started a turn-around management position as head of finance at a marketing services firm where previous management committed significant financial improprieties. More importantly, though, Daniel Gabe Harad was born on Nov. 2, 2004. Mom, Dad, and Danny are all doing great and I'm very much enjoying fatherhood!"

John G. Millar, MBA, writes, "I recently began a new job as the chief executive officer of Budda Amplification, a small company in San Francisco that makes guitar amplifiers and musical accessories. The company had been a client of my consulting business for several years and ultimately asked if I would take over the company on a full-time basis. So far, it's been a ton of work, but in many ways the opportunity to take more of a hands-on approach has been very rewarding. (Check out the April issue of Guitar Player magazine!) We're based in downtown San Francisco, just a few blocks south of Market. Kind Regards."

Tammy Plotkin-Oren, MBA, of El Cerrito, Calif., writes, "Have two young, wonderful daughters. Working in personal financial planning with New York Life. Husband is chef at Cafe Cacao. Would love to hear from you: plotkin@alumni.haas.org"

Ena Singh, MBA, of London, UK, writes, "After spending 13 years in the software industry, I have finally decided to end that career, and pursue my passion for the arts and supporting the artisans. I am back to being a student again, and have also started a new little venture in fusion fashion called Enamour by Ena. Please do visit my Web site, http://www.enamour-by-ena.com/. I would love to hear from you and get your feedback. My e-mail is ena@enamour-by-ena.com."

Tanya Steinhofer, MBA, writes, "I have been back in San Francisco for one year now and have been working at an independent wealth management firm, Wetherby Asset Management, for the past seven months. Fellow classmate, **Amy Clifford Jones,** also works there. I'm studying for the CFP exam in November. Eric and I live in Russian Hill and love the neighborhood and convenience to our jobs downtown. We saw a bunch of our classmates at the brunch at Steve Peletz's house in March. I continue to be involved with the Haas SF chapter and the MBA 99 Class Gift Committee for the Annual Fund."

2000

Andrea Bates, MBA, writes, "My husband, **Jeff Bates, MBA 98,** started a new job at Fermat Capital in Westport, Conn., so he and I and our 19-month-old daughter, Sarah, left San Mateo and are now living in Wilton, Conn. I continued working for TiVo remotely until Christmas but am now working as a full-time mom :-)."

Raj Ayala, MBA, and his wife, Lakshmi, and their 12-year-old daughter, Gaayatri, became actors, with roles in an upcoming Hollywood film, "Bee Season," starring Richard Gere and Juliet Binoche. Gaayatri, who has been learning classical Indian music from Maestro Ali Akbar Khan since she was 4 years old, performed at the San Francisco World Music Festival last year. She also recently gave a vocal recital, accompanied by violin and tabla, at a tsunami relief event, which raised $11,000 for the relief effort.



MBA 00 Raj Ayala's daughter Gaayatri.

Melissa Cardenas, MBA, of San Francisco writes, "2004 was a busy year for me, both personally and professionally. I not only changed jobs for the first time since graduation, but shifted from investment banking to private mortgage insurance. It was a good move that resulted in a promotion within six months. Also, I now have time to get even more involved with the things that matter most to me – my daughter, Kayla (who is a high school freshman this year), Buddhism, and social activism. So I'm visiting the East Coast more often, I've taken the lay Buddhist vows, and I was elected an officer of the board of the San Francisco chapter of the ACLU. Looking forward to seeing all of the class of 2000 at the reunion this year!"

Patrick Feely, MBA, and **Carla (van Loben Sels) Feely, MBA 00, BS 94,** are living in Boyle, Ireland, with their 1-year-old son, Christopher. Patrick is CEO of Feelystone, a natural stone manufacturing company which specializes in Irish Blue Limestone (feelystone.com). Carla is consulting with Gap Inc. on a project basis and spending a lot of time with Christopher.

Sajid Hakim, MBA, a graduate of the evening program, moved from the Bay Area to Detroit, Mich., had twins, and bought a house.

Kaoru Kano, MBA, of Kobe, Japan, writes, "My husband, Steve, and I are delighted to announce the birth of our son, Ray Zayne Kano, on Feb. 7, 2005. I am on maternity leave now from my job as e-business coordinator at Eli Lilly Japan."

Yeun Kyung Kim, MBA, writes, "After spending two fabulous years in Boston, I am now a mother of a baby boy! Our little Ethan was born on Dec. 4 last year, and has been such a joy to us ever since. I am currently running a small MBA interview service here in Boston, and otherwise spending time having fun with my baby. My husband's post-MBA job will take us to Indiana soon, and then back to the Bay area (yes!) this December, so hope to see some old faces then! Hope everyone's doing well."



Yeun Kyung Kim, MBA 00, with her husband, GB, and her son, Ethan.

Laurie Teichman, MBA, writes, "I live in New York with my husband, Jason, my 9-month-old son, Brady, and my dog, Lucy. Until Brady's birth, I was working as a brand manager in the consumer packaged goods industry. After Brady was born, I left my job at Dannon to spend some time with my son. Last month I started a new job with American Express. I am working in its corporate services division where I am doing business development. So far, I am enjoying what I am doing, and the company is wonderful as it allows me to balance work life with motherhood."

2001 | REUNION

Michael Ellis, MBA, writes, "I recently took the plunge and bought a home in San Francisco. We moved in last fall. Besides the joys of home ownership, I am still working in equity research at Thomas Weisel."

Oluwatosin Iyasele, MBA, of Amarillo, Texas, writes, "We were blessed and delighted with the arrival of another little Texan, a daughter, Joelle Osemenmen Oluwadamilare Iyasele, on Monday the 11th of October, 2004. The other 'Jo's, Jo-Baby (4) and Baby-Jo (2), and their father absolutely love Joelle (L'il-Jo or Cuddly-Jo – we haven't decided) She's the most cheerful and snuggly baby we've ever come across!"

Thomas McVey, MBA, a graduate of the evening program, recently took a job at the Lawrence Livermore National Lab. In other news, he reports his 14-month-old son is running him ragged.

Sara Olsen, MBA, writes, "Upon graduation, I started Social Venture Technology & Consulting to help investors and entrepreneurs measure the environmental and social returns, or SROI, of their private equity investments and ventures. These investors use our analyses to determine the nature of the correlation between SROI and financial risk/return and thus improve performance; to address fiduciary responsibilities, which increasingly include attention to externalities like environmental impacts that ultimately affect shareholders; or to achieve an explicit social mission. Most recently I have been working with the Environmental Investment Advisor to CalPERS' $200 million environmental initiative in private equity, and with groups like the Schwab Foundation for Social Entrepreneurs to develop workshops to train people in how to measure and monitor their non-financial returns. I had fun seeing some faces I hadn't seen in a while at the recent Menlo Circus Club alumni event, and have loved meeting amazing students from successive classes at Haas through the Global Social Venture Competition!"

Dawn Riordan, MBA, of Oakland, an evening program graduate, and Dan Riordan are pleased to announce their first little bear, Matthew Taketa Riordan, born Jan. 15, 2005. Go Bears!

Radhika Shah, MBA, of Palo Alto, Calif., an evening program graduate, writes, "I founded VirtualSynaptics last year, a company in the search and analytics space along with Wayne Gray. We raised our Series A financing from Menlo Ventures and WorldView ventures in December 2004 and are now in the process of growing out team and building our product. We are interested in connecting with Berkeley alumni with extensive experience in the search space."

Ed Stone, MBA, left Capital One in January to start his own business, ES Group LLC (esgroup@comcast.net). The busi-

Alumni Notes

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

ness leverages historic tax credits and works with VHDA to develop affordable housing projects in re-emerging historic districts of Richmond, Va.



Peggy Wu, MBA 01, and her husband, John ride the bus in Kyoto.

Peggy Wu, MBA, writes, "My new job as assistant equity product manager at Wellington Management has been keeping me very busy and highly challenged. I am enjoying life in New England tremendously, really looking forward to summer now after a long winter! John and I are also thrilled to be moving to our new house (our first home) in Natick, Mass., in the end of May. I'd love to get together with Haas alums passing through Boston. Call me on my cell (617) 894-4569 or e-mail at wu_peggy@yahoo.com. P.S. My company is actively looking for good talent, so if you know anyone with experience in fund management, please contact me."

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."



Claude Drugan, MBA 02, on Mexican sailing and fishing trip with his family.

2002

Krisila Benson, MBA, is still fighting AIDS and promoting family planning and child survival with Population Services International. She will leave Conakry, Guinea, in the next few months to become a program director with PSI in Delhi, India.

Seema Chellaram, MBA, writes, "Nitin and I are living in The Gambia and are busy with the business. We are traveling quite a bit for business as well. If you are ever in West Africa, please come by and visit us (drop us an e-mail at snchellaram@aol.com). Come enjoy the sun 'n' sand of The Gambia!"

Claude Drugan, MBA (left), of Walnut Creek, Calif., writes, "My wife, my 5-year-old son, and I just completed a nine-week sailing trip to Mexico on our own boat, 'Neverland.' The trip started in San Francisco, down the California coast, and then into Mexico to Cabo San Lucas and to Loreto. The trip was spectacular and full of adventures. My son's best memorable moment was when I caught a tuna fish and as I was bringing it in, a shark attacked it and ate it. No National Geographic channel could have topped the pictures that we saw and took."

Michael Golden, MBA, writes, "I was on Phuket when the tsunami hit. Fortunately I had just left the beach to catch some breakfast, and our hotel was just cheap enough that we were safely ensconced several blocks away, munching on omelettes, when the floods devastated the beach.This good luck has continued with a business I have started in Shanghai, a boutique advertising and brand research company called Adsmith. We have put together a great group of people to help SMEs crack the China market. Check out www.adsmithchina.com. A ton of Haaslings have rolled through Shanghai on business and visits. Drop me a line if you are in town!"

Diego Groiso, MBA, writes, "I moved to London a year ago, and I am working for British Telecom as a portfolio strategy manager in the wholesale division. My wife and I are very much enjoying London except for the weather. Some other people and I are trying to build the London HAN Chapter, so if you are in London and want to participate, please get in touch with me."

Seth Halpern, MBA 02, writes, "On October 30th, Seth and Lauren Halpern welcomed a daughter, Carly Alexandra, who weighed in at 8lbs, 9oz with auburn hair. Carly has been lots of fun and is finally starting to sleep through most of the night. Shortly after Carly arrived, we moved down to Austin, TX which is a more affordable, higher pickup trucks per capita alternative to the Bay Area. We were sad to leave SF, but look forward to buying a house in Austin. I'm still working for Siebel, I've just transferred offices. Please let us know if you are coming through town!"

Honggeun Jeong, MBA, writes, "After 1 ½-year service in the headquarters of my Ministry, I moved into the Permanent Delegation of Korea to the OECD as a first secretary last year. It has been really exciting to deal with many multilateral economic issues as a diplomat in Paris. My second baby, Jae Heon, was born last year, and finally my family reached an ideal balance: one man, one woman, one girl, and one boy!"

Brian Krawez, MBA, reports that Kimberly Krawez now runs all over the house and can say a handful of words with her favorite being Gato (Spanish for cat). Sleep is still at a premium, but Brian and Karen have (almost) fully adjusted to their lifestyle as parents. In addition to futilely trying to keep up with an active toddler, Brian recently started a new position as a partner/head of research for Belden and Associates. Belden offers investment advice, personal service, and client counsel mainly to individuals. This 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. Brian and Karen are still living in the Oakland Hills.

Karen Martell, MBA, was named vice president of business development at Anacor Pharmaceuticals, a biotechnology company in Palo Alto, Calif., engaged in the discovery and development of novel pharmaceuticals. She brought 12 years of academic, financial, and pharmaceutical industry experience in molecular biology, pharmacology, genetics, and toxicology from serving in previous roles as principal at A. M. Pappas & Associates, a venture capital firm, along with working at Axxima Pharmaceuticals, helping to orchestrate the initial company strategy and spinout from the Max Planck Institute for Biochemistry.

Eric Meyerson, MBA, writes, "The lovely new wife and I moved to the inner Sunset district last summer, and I recently started a new position in my same department at Wells Fargo, where I'm building a team to develop new small-business strategies and products."

Phil O'Neill, MBA, writes, "I recently started a new business called The Business Advocacy Group www.bizadvocacygroup.com, which gives business a voice in judicial decisions via the amicus brief. I started the company with a college friend who is an attorney with extensive experience in appellate courts. Our goals is to track activity in California courts,

educate business leaders about potentially adverse outcomes, and build coalitions of businesses to file amicus briefs that help the court understand the practical secondary consequences of their legal decisions."



Wyatt Samuel Sklarin

Chris Sklarin, MBA, and his wife announce the birth of their son, Wyatt Samuel on Nov. 25, 2004 (Happy Thanksgiving!). He writes, "Everyone is doing well and we will be in California for a Berkeley engineer's wedding in July 2005. Hope to see many alums then."

Joseph Tambornino, MBA, a graduate of the evening program, writes, "Last year, I landed the vice presidency at a fabulous new sister company in the Marcus & Millichap Companies, Meridian Property Company. We are on a roll to control all of outdoors in the next five years."

2003

Greg Amrofell, MBA, and wife, Meghan, welcomed Amelia Brooks on Oct. 31, 2004. The weather in Seattle has been unseasonably warm ever since – coincidence?

Sean Besser, MBA, writes, "I recently moved to Los Angeles to take on the role of director of business development for MovieLink. MovieLink (www.movielink.com) is an online movie download service. It's available to anyone in the US with a broadband connection. Basically, you can browse the site and view trailers of available movie titles without charge and 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 10 minutes, or store them for up to 30 days for viewing. (The file self-destructs after the earlier of 30 days or 24 to 48 hours after commencing download). My role there is to develop relationships and close deals in new markets (with particular focus on content producers who may want to license our platform as well as with broadband carriers and international markets)."

Charles Creighton, MBA, writes, "After starting both a video game and a fuel cell development company in Victoria, BC, I am excited to say that I am taking on a product manager role at NGRAIN, a software start-up in Vancouver. Also, for those of you who don't know, my wife, Michelle, gave birth to our beautiful daughter, Kiera, in July of 2003."

Alfredo Finch, MBA, writes, "Our 2003 class was famous for its incredibly fun and long lasting Latin American Consumption Functions. Those that where lucky enough to enjoy them can surely remember the dancing, the eating, and the beer drinking that characterized those encounters. Now, two years out of school and tons of water under the bridge, we (the 2003 Latin Americans) couldn't stand waiting for years for the next get-together. Hence, we created the next generation of LACFs. In January 2005, while some of us were in Lima, Peru, attending **Luis Ferreira** and **Raechel Groom's** wedding ceremony (congratulations!), we got the Peruvian version of the First ILACF (the 'I' stands for International). Many of the pictures are banned for obvious reasons, but here is a little sample. Where is the next one going to be? Maybe Santiago, Chile, or Buenos Aires, Argentina. We'll let you know soon."

Larry Roadcap, MBA, is teaching finance at Monash University in Melbourne, Australia, while conducting research on financial risk management as part of his candidacy for his Ph.D.



The Latin American Consumption Function lives on with (l. to r.) Daniele Poggetta, Ramon Estopina, Alfredo Finch, and Daniel Sherman, all MBA 03.

The Haas Network in the News

Dilbert creator **Scott Adams, MBA 86,** was featured in the *Washington Post* on May 11, 2005. The article, "Scott Adams, Drawing the Line," described how Adams has successfully managed the effects of his focal dystonia, a neurological movement disorder that has affected his hand since 1992.

Linda Lang's promotion to CEO of Jack in the Box was featured in the *San Diego Union Tribune* on May 3 in, "Jack's CEO to Hang Up His Spatula." Lang, **BS 80,** has served as president and chief operating officer at Jack in the Box since 1984.

Recent graduate-turned FBI agent, **Sun-Ki Lim, MBA 04,** was featured in the *San Francisco Chronicle* in, "Computer Aces Sleuth for FBI" on May 1, 2005. The article detailed Lim's decision to put his skills to work for the FBI.

Paul Otellini's (MBA 74), appointment as CEO of Intel Corporation received widespread coverage, including the April issue of *Fortune* magazine in, "Is This the Right Man for Intel? ...A Numbers Guy Who Thinks Like a Marketer Might Be Just What the Venerable Chip Maker Needs."

Patricia Dunn, BA 75, and Haas advisory board member, was quoted extensively in the media about the ouster of Carly Fiorina and the appointment of Mark Hurd as Hewlett Packard's new president and CEO, including in a number of *Wall Street Journal* articles this spring. Dunn became non-executive chairman of Hewlett-Packard upon Carly Fiorina's departure.

Priya Haji, MBA 2003, was quoted in the MSNBC News in, "New Companies Hope to Be Good and Profitable" on April 3. Haji's company, World of Good Inc., won the 2005 Global Social Venture Competition and has its fair-trade certified gifts and handicrafts in numerous stores.

The $30 million dollar gift to the UC Irvine Business School by **Paul Merage, BS 66, MBA 68,** founder of Chef America (the maker of Hot Pockets brand snacks), was featured numerous times in the *Orange County Register* in April. The business school at UC Irvine is now the Paul Merage School of Business.



Emily Harrold, a first-year Berkeley MBA student, has been writing regularly for the *Wall Street Journal*'s special series of essays offering first-person perspectives on the business school experience.

Sarah Takesh, MBA 00, was featured in *People* magazine in "The Tailor of Kabul" on February 28. Takesh's company, Tarsian and Blinkley, employs Afghan women to create clothing that is sold in upscale western stores. The clothing manufacturer relies on traditional ethnic crafts of sewing, embroidery, and leather and metal work.

Norval "Bill" Jasper, MBA 71, CEO of Dolby Laboratories, appeared in an article in the *San Francisco Chronicle* on February 18, titled "Dolby Labs IPO Sounds Sweet." Jasper rang the closing bell at the New York Stock Exchange on the first day of trading of the company's stock.

Shantanu Narayen's appointment as president and chief operating officer of Adobe Systems Inc. was widely covered, including in the *San Jose Mercury News* in "San Jose, Calif.-based software maker Adobe Systems names new president, COO" and in the Wall Street Journal's "Who's News" section. Narayen, MBA 93, has been at Adobe since 1998.

Michael Milken, BS 68, appeared on the cover of *Fortune*'s November 2004 issue with cyclist Lance Armstrong for an article titled, "The Man Who Changed Medicine." The article chronicled Milken's fight with prostate cancer and his continuing effect on cancer research.

Alumni Notes

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

Siddharth Sanghvi, MBA, writes, "World of Good (worldofgood.com), the fair-trade gift company Priya Haji, MBA 04, and I started, has just completed one year and is growing quickly. We feel like we never really left Haas as we are right across the street in the Berkeley Business Incubator."

Dhaval Shah, MBA, of San Jose, Calif., 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 Adopt-A-Classroom, a nonprofit organization that harnesses the resources of the community and the Internet to enrich the classroom experience and increase both teachers' and students' chances for success. You can find out more about the organization by visiting www.adoptaclassroom.com."

Sarah Takesh, MBA, writes, "Almost two years after graduation, some shred of hope has emerged that I can stop living like a gypsy. Since May of 2003, I hit the road to start my fantasy business in Afghanistan and have literally not had a single place to call home since then! The annual schedule revolved around production in Kabul, sourcing in India, and sales in New York and California. Some of my classmates will remember that since the first day of school, I couldn't be quiet about my obsession with Afghanistan and wanting to create a for-profit social enterprise having to do with designer womenswear and destitute Afghan women. I rarely went to Bar of the Week, spending my nights in obsessive business-plan writing mode, and was considered an eccentric at best in that post-9/11 world. Miraculously, two years later, it's all become very real, both in terms of the social impact and the lovely products we've created. And it means that we are finally moving into our own dedicated factory space in Kabul, where we can more easily handle the overflowing quantity of embroiderers and seamstresses that stop by to get work from us. And it's also where we can have a truly lovely Tarsian & Blinkley shop for the clothing-hungry expat community that lives here. Please check us out in the February 28th issue of *People* magazine – it was a great article labeling your fellow classmate as the 'Tailor of Kabul.' And check out Tarsian & Blinkley's Web site at www.tarsian.com – it should be updated by late March with entirely new collections. Best regards."



Sarah Takesh, MBA 03, visiting Afghanistan.

Michael Walsh, MBA, of San Francisco writes, "The company that I founded while in school, Leverage Software, has received funding and is doing very well. We're growing quickly and closing business. We're hiring! On a personal note, Luann is due with a boy in August. Zack's looking forward to hanging out with his little brother. I hope that everyone is doing well."



Michael Walsh, MBA 03

Steve Welch, MBA, writes, "My wife, Genene, and I are having fun with our son, Thomas Stephen (18 months old). We are also beginning the planting of our new vineyard, Rancho Las Juntas, named after my great-great-great grandfather's land grant here in Contra Costa County."



Steve Welch, MBA 03, with Genene and Thomas.

2004

Rafael Alenda, MBA, of San Ramon, Calif., writes, "The Alenda family welcomed the new arrival of boy No. 2, Declan Graham Alenda, Jan. 14, 2005.

Anne Kao, MBA, of Pleasant Hill, Calif., a graduate of the evening program, writes, "My husband, Kyle, and I are happy to announce the arrival of our daughter, Sofia Vienne Trombetta, 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."



Anne Kao, MBA 04, with daughter Sophia.

Rodrigo Moreira, MBA, writes, "We took a last-minute turn right after graduation. I'm no longer in Miami with Lehman, but in San Jose with Fairchild Semiconductor as senior pricing manager. Alessandra is well, and we plan our marriage on Jan. 7, 2006. Details to come. All the best!"

Christopher Mucha, MBA, of Seattle, Wash., writes, "Laurie and I welcomed our baby daughter, Sophia, on Jan. 11, 2005. She's happy and healthy, and a huge Berkeley fan!"

Brian Solon, MBA, and **Ashley Bryan, MBA 03,** were recently in Shenzhen, China, where they met with fellow Haas



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

alum **Jeff Zhang, MBA 04.** Jeff is busy working at Phillips and enjoying the delights of living in ultra-modern Shenzhen, with its beautiful parks, brand new skyscrapers, and some of the best shopping deals ever, if you mastered the art of negotiations with Haas Professor Holly Scroth. Let this meeting be known as the official birth of the Haas Shenzhen Chapter. Brian's first book, *Think Big Act Small*, by Jason Jennings, was released in May 2005, and he's currently working on two other books. The first book, *A Life Built to Last*, is co-authored with Jerry Porras, the Stanford GSB professor who co-wrote the business bestseller *Built to Last*, with Mark Thompson of the Stanford GSB, and with Stewart Emery, former CEO of est. The second book, about the role of industrial design, is being written with Haas Professor Sara Beckman, so we expect it will soon become required reading for all Haas first-years!"

2005

Jim McDaniel, MBA, of Richmond, Va., just started a new job as operations director for Hewlett-Packard's Specialty Printing Division. This fast-growing business extends inkjet technology to a variety of industrial printing applications. This new position will be based in San Diego, Calif., and Jim and his wife, Jan, will be relocating there in the fall.

Ph.D.

1969

William Ziemba, MBA 65, Ph.D., is visiting professor of finance at MIT's Sloan School of Management, teaching quantitative investments. He is alumni professor of financial modeling and stochastic optimization at the University of British Columbia. Besides many articles, he likes to write books. Recent titles include *The Stochastic Programming Approach to Asset Liability and Wealth Management*, (AIMR 2003), *Applied Stochastic Programming*, (SIAM Mathematical Programming Society, 2005) and the *Handbook of Asset Liability Management*, in two volumes in the *Handbooks in Finance* series, for which Bill is the series editor for North Holland.

MFE

Gonzalo A. Obregon, MFE 2003, writes, "My family and I are now living in Mount Kisco, N.Y. Since graduation I have been working in the New Business and Development group focused in Latin America at MBIA Insurance Corp. Recently I was promoted to assistant vice president. Vamos Bears!"

Obituaries

Al Buch

Al Buch, the captain of Cal's 1959 NCAA championship basketball team and a strong supporter of the Haas School, passed away at the age of 67 after a long battle with throat cancer.

En route to the NCAA national title, Buch scored 18 points and led the Cal team in a semifinal victory. "He truly was a leader," said Buch's coach Pete Newell in an interview with the San Francisco Chronicle. "He had the qualities of leadership that a team needs. He had a great ability to get people to react to what he suggested, which was usually the right thing to do."

After graduating with a BA from Cal in 1959, Buch founded EMPCO Industries, a tire and wheel business based in Southern California. Though he moved to London several years ago with his second wife, Jill, Buch stayed connected to Cal, serving as a trustee for the Berkeley Foundation.

In 1984, Buch was named one of five members of the National Association of Basketball Coaches Silver Anniversary All-America Team. He was inducted into the Cal Sports Hall of Fame in 2002.

A funeral was held in London and a memorial was held at Haas Pavilion. Buch is survived by wife Jill, three daughters, and a son.

William G. Conover

William G. Conover, recipient of two Distinguished Flying Crosses from World War II, died August 14, 2004.

Conover, BS 50, ME 51, MBA 51, began his career as a market analyst for Standard Oil's Oronite Chemical Co., and then spent 12 years at the San Francisco headquarters of US Steel. Upon moving to Pittsburgh, PA, Conover went into sales of 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 (1962-63) and the California Alumni Association (1959-1960). He and his wife Miriam, raised four children in Orinda, and have lived in the area for more than 50 years.

In Memoriam

Sherman Feiss, BS 29
Leonard Joseph, BS 34
Domenic Boschetto, BS 36
Eugene Smith, BS 37
Rizalito Abanto, BS 39
John MacKenzie, BS 39
Francis Dam, BS 40
Warren Orsburn, BS 40
William Milwee, BS 41
Jerrold Bromberg, BS 43
Howard Heath, ATU 43
John Robinson, BS 44
Herbert Towler, BS 44
Keith Engen, BS 45
Dareen Hoenig, BS 46
Stuart Erlanger, BS 47
Gordon Ewing, BS 47
Hila W. Anderson, MBA 48
Clayton Calender, BS 48
John McDonall, BS 48
Douglas Howell, BA 49
Bertram Maurer, BS 49
William Milligan, BS 50
John Raggio, ATU 50
John Givler, BS 51
Evan Goldenberg, BS 51
Robert Johnson, BS 51
Robert Wolff, BS 54
Thomas Hutchinson, BS 55
Allan Buch, BA 59
Barry Slatt, BS 61
Jeanne Downey, MA 62
Robert Hanft, MBA 62
Daniel Mihaly, BS 63
Arnold Nemore, ATG 64
Kevin O'Connor, MBA 69
Patrick Chang, BS 73
Lawrence Villaflor, BS 75
Nancy Leventhal, BS 79
Rodney Amstutz, MBA 88
Creighton Cole, BS 89
Grace Fan, BS 98



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 MOT/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 (DiSC). DiSC 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.

DiSC was created by Computer Science Ph.D. students RJ Honicky and Omar Bakr, who, along with Haas School Ph.D. student Aaron Chatterji 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 Kenke, a traditional Ghanaian delicacy that is made from fermented corn dough and eaten with a spicy, vinegary 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 Balme Library at the University of Ghana. Omar and RJ were working diligently to install the DiSC software, while Ronnie and I were recruiting students at the University to test the DiSC system. The project was running smoothly, until the fifth day when the entire university administrative staff went on strike, which meant that the Balme 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 pungent: 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 (a private Ghanaian university co-founded in Accra by Patrick Awuah and Nina Marina, both MBA 99). Ronnie and I shifted our focus to interviews with technology 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 homogenous 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 instantaneously from the DiSC system. When we finished our field work, we left our six computers and the DiSC system up and running in the university library, and RJ and Omar are still remotely collecting usage data from the DiSC 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 euchre, and, of course, some interesting research insights.

creative
entrepreneurial
intelligent
energetic
motivated
global
analytical
team player
leadership
smart
disciplined
communication
innovative
resourceful
ambitious
get-it-done
talented
focused
determined
mastery

When searching for your next star performer,
You know where to look.

A constellation of qualities all in one place

Only the best make it into Haas. And the world class programs at Haas make them shine even brighter. So when it's time to hire, hire Haas.

Haas Career Services • 510.643.0344 • www.haas.berkeley.edu/careercenter