

# ECCLES

## EXCHANGE

SUMMER 2015

DAVID ECCLES SCHOOL OF BUSINESS ALUMNI MAGAZINE

### PARTNERS IN EDUCATION FROM INTERNSHIPS TO CAREERS



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**David Eccles**  
**School of Business**  
THE UNIVERSITY OF UTAH

## Dean's Letter



Dean Taylor Randall

As I write this letter, students in the 2015 graduating class head out our doors to take their places in the business community. We're proud of their accomplishments and excited for their careers ahead. Just as our new alumni take hold of their futures, we too have anticipation in the school's future. This past academic year, we've seen many changes that will bring even more opportunities for students to get hands-on experience that transforms their education.

In this edition of *Eccles Exchange*, Ruchi Watson, director of Special Projects and Experiential Learning, will share how the school is distinguishing itself by creating meaningful participation that not only builds a student's resume, but also gives practical application to the theory they learn in the classroom. Whether through partnership with nonprofits to find better ways to measure and improve systemic problems facing communities in the Policy Innovation Lab or through competitions like Games4Health that challenge students to develop innovative technology to manage our health, we've heavily invested in efforts to expand ways students can put their education into practice.

You'll also read about alumni, Josh Hadley and Taylor Berthelson, who leveraged their unique campus experiences into careers with tremendous growth opportunities. Alumna Allie Rooney discusses how her internship and national networking opportunity provided her connections to Ford. Current students Stuart Jardine and Garred Lentz explain how their leadership roles as student officers have developed their confidence and opened up new possibilities for their future, while Lisa Tarufelli shares what it's like to earn her MBA 186 miles from campus through the MBA Online program.

As the Lassonde Studios are quickly being built here on campus, we are busy filling up the rooms. An international campaign was launched to recruit the "400 best student entrepreneurs." Read about the progress of this unique facility, which will be home to innovators from across campus to "Live.Create.Launch" their ideas.

Of course, this is all possible because of generous supporters like the Miller family whose commitment to their community is inspiring students to not only complete their education, but also to explore new ideas along the way. Our academics continue to be strengthened with support from donors like Brent and Bonnie Jean Beesley, who are honoring the legacy of former faculty member Richard T. Pratt while investing in the faculty of our finance department, and John McIntyre, who has given an endowed chair to the school to ensure the tradition of excellence continues for generations to come.

I hope you are inspired by the exciting improvements at the David Eccles School of Business as I am. Join us as we create brighter tomorrows for the class of 2015 and beyond.

Sincerely,

Taylor Randall,  
Dean





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While walking through Chinatown in San Francisco, Brent Beesley recently came across a branch of CitiBank, housed in a beautiful Chinese-influenced building. Seeing this bank brought back a flood of memories from the financial crisis of the early 1980s, which left Fidelity on the brink of collapse and paved the way for CitiBank to acquire Fidelity's assets and gain a foothold in California for the first time.

Fortunately Fidelity did not collapse, which was largely thanks to Richard T. Pratt, a former colleague and teacher of Beesley's, who ordered that the federal government take over Fidelity. Then at the helm of the Federal Home Loan Bank Board (FHLBB), Pratt is also the reason that CitiBank has had branches in California for more than 30 years.

Without Congressional action, Pratt found legally supportable ways to enable relatively strong financial institutions to acquire failing thrifts across state lines. Pratt's leadership and creative thinking enabled banks from all over the country to provide services in multiple states, which has helped the economy by allowing financially secure institutions to take on the risk of less secure institutions.

"Dick is one of the smartest and most creative people I've ever met," remarks Beesley. "I owe a large portion of whatever success I may have enjoyed in my career

to the wonderful experience I had working with Dick."

Working with Wall Street, Pratt was a major innovator in the creation of mortgage-backed securities as the Federal Savings and Loan Insurance Corporation sold thousands of mortgages obtained from failed thrifts. Pratt worked successfully for passage of legislation that allowed savings and loan institutions to diversify assets to be less concentrated in long-term, fixed-rate mortgages. By the time Pratt left the FHLBB, he had significantly and permanently changed America's financial landscape for the better.

Because of Pratt's vast influence in the financial world and at the university, the David Eccles School of Business recently created the Richard T. Pratt Professorship of Finance. This professorship, which serves not only to honor Pratt's legacy but also to ensure the future of the school, was endowed by the generosity of Beesley and his wife, Bonnie Jean.

"It's great that we have these kinds of endowments that help faculty with their

# Honoring the Legacy of Richard T. Pratt

*"It's great that we have these kind of endowments that help faculty with their efforts in teaching, research and service."*

efforts in teaching, research and service," said Jim Schallheim, current recipient of the endowment.

"I had the privilege of working with Dick while he was at the U both before and after his public service. It is an honor to be awarded a professorship that pays tribute to him."

Pratt was a professor of finance, active in teaching, publishing and consulting during his 30-year tenure at the University of Utah. While on the faculty, Pratt consulted with the Department of State, providing analysis and advice to various countries throughout the world.

"Dick has changed the lives of almost everyone who has worked for him," Beesley said. "Most of the people who worked with and knew Dick count that experience as a turning point in their lives." **EE**



*l to r: Richard Pratt, Bonnie Jean Beesley, Brent Beesley*



# Paving the Way for Future Entrepreneurs

"I'M PLEASED TO BE ASSOCIATED WITH THE LASSONDE STUDIOS BECAUSE IT PROVIDES EAGER STUDENTS WITH THE OPPORTUNITY TO COLLABORATE, INNOVATE AND BUILD, WHILE DEVELOPING THEIR PIONEERING SPIRIT IN THE FIELD OF BUSINESS."

As the owner of one of the largest privately owned companies in the United States, Karen Gail Miller knows a thing or two about entrepreneurship.

Together, Gail and her late husband, Larry, grew the Larry H. Miller Group of Companies into a portfolio of businesses operating in 46 states and employing 10,000 people.

Along the way, the Millers established a tradition of giving back to the community, with a history of educational involvement.

With its entrepreneurial spirit and encouragement of innovation and experiential learning, Lassonde Studios piqued the Miller family's interest. After all, the Studios' entrepreneurial focus was a match with Larry's own philosophy.

Opening in fall 2016, the 160,000-square-foot Lassonde Studios will serve as a student entrepreneur hub, housing 400 students and

offering a 20,000-square-foot "garage" space for students to "Live. Create. Launch."

Taking a page from Silicon Valley's renowned campuses, the state-of-the-art facility will seamlessly integrate living and working quarters to encourage innovation and creativity, regardless of the time or place. And, thanks to the dynamic floor plan, if the layout gets stale or ineffective, it can be reorganized to suit ever-changing needs.

Groundbreaking products have been developed in garages, and Lassonde Studios is gearing up to continue the trend with an expansive lower-level space. In the "garage," students are encouraged to take advantage of cutting-edge technologies, tools and collaborative spaces in order to bring ideas and inventions to fruition.

"I'm pleased to be associated with the Lassonde Studios because it provides eager students with the opportunity to collaborate, innovate and

build, while developing their pioneering spirit in the field of business," Miller said. "Larry and I have been passionate about aiding the next generation of budding entrepreneurs, and I am pleased to continue to do this with the current students and help to provide them with the tools necessary to launch successful businesses."

The Millers' generous involvement with the university doesn't stop there, however. In addition to playing an important role in Lassonde Studios, the family's Miller Enrichment Scholarship provides 40 students with the opportunity to attend the University of Utah, free of charge.

Creating a scholarship intended for first-generation college students was a dream of Larry and Gail's. With the establishment of the fund in 2002, the Millers aren't the only ones whose dreams have come true.

"There are multiple stories of students who, without the aid of the Miller



Scholarship, would not have been at the university," said Richard Stayner Landward, who has overseen the program at the university. "Many would have dropped out. Instead they have graduated and are now contributing back to the community."

To date, more than 170 students have been selected for the scholarship, with 87 percent graduated or still in school.

"I don't think any scholarship on campus has seen this kind of success," Landward said. "Without the Millers, it wouldn't have been possible. We're so grateful to the Miller family for their generosity."

With their continued support of Lassonde Studios and the Miller Enrichment Scholarship, Gail and the Miller family are paving the way for future entrepreneurs and innovators to accomplish great things. **EE**



# Making a Long-Term Investment in Economics

**A**s the saying goes, things get better with age, and for proud graduate John McIntyre, the University of Utah is living proof.

"It's great when your school has an even better reputation than when you attended," said McIntyre, who earned a bachelor's degree and MBA from the university. "It's wonderful to see Utah come up and continue to be more competitive and relevant. Not everybody can say that, and I'm proud of the university: its focus, the facilities, and faculty capabilities. The U's impact on society is ever greater, and that makes you very willing to bet on them for the future."

McIntyre, an active supporter of the university, has done just that by generously donating to create an endowed chair for an economics professor. He hopes that the position and updated curriculum will "open up the world of free market capitalism to students who might not ordinarily be exposed because it's a terrific world."

Forty years ago, McIntyre



"IT'S WONDERFUL TO SEE UTAH COME UP AND CONTINUE TO BE MORE COMPETITIVE AND RELEVANT. NOT EVERYBODY CAN SAY THAT, AND I'M PROUD OF THE UNIVERSITY: ITS FOCUS, THE FACILITIES, FACULTY CAPABILITIES. THE U'S IMPACT ON SOCIETY IS EVER GREATER, AND THAT MAKES YOU VERY WILLING TO BET ON THEM FOR THE FUTURE."

attended the U and was quickly introduced to "new worlds," as a result of taking interesting and novel courses. Along the way, he discovered his passion for free market economics through the teachings of Friedrich Hayek, Ludwig von Mises and Adam Smith, to name a few.

Years later, with one daughter currently enrolled at the U and another committing this

year, McIntyre is ensuring that U students have an equally transformative experience by playing a pivotal role in the newly created chair position and accompanying economics curriculum.

McIntyre, who fondly recalls the campus as "a home for me," credits business and marketing professors, specifically Jim Gardner and Gary Grikscheit, as paving the

way for his career path as a consultant, and later, a business owner. Gardner, in particular, helped McIntyre gain firsthand consulting experience by creating a job that served as a catalyst for McIntyre's career.

Upon graduating, McIntyre confidently accepted a position at a consulting firm, having been reassured that it was what he wanted, thanks, in part, to his experiences at the job created by Gardner.

An enthusiastic advocate for experiential learning, McIntyre values the university's commitment to the experience. "It's very different from other undergraduate and MBA programs – it takes more time, effort and facilities, along with help from the community," said McIntyre. But the extra effort is well worth it because providing students with hands-on experience is, "absolutely critical. It crystallizes the theory for students and makes it real," explains McIntyre.

At the end of the day, his ultimate aspiration is simple: "I hope kids are inspired like I was." **EE**



**L**earning from world-class faculty in a classroom makes for a strong education.

But an education is much more than that.

The David Eccles School of Business is focused on experiential learning — hands-on experiences that help students differentiate themselves and prepare for the workforce.

Ruchi Watson, director of Special Projects and Experiential Learning, strives to make every student's Eccles experience one that will provide academic guidance, shape career goals and create meaningful memories.



## FINDING WAYS TO EXPAND THE STUDENT EXPERIENCE

"Research shows that applying concepts learned in the classroom to real-world issues creates an educational environment that is extremely effective, regardless of a student's personal learning style. Experiential learning programs create deeper connections between curriculum and practice and the feedback that we get from recruiters is phenomenal. By providing these experiences, companies see firsthand the high-quality students we have here at the David Eccles School of Business," Watson said.

The opportunities Watson helps students find range from case competitions to internships to learning abroad. Watson is far from alone in her efforts to provide hands-on learning for students. Faculty, staff, experts-in-residence, alumni and former CEOs create programs and marry industry with academia. Each one allows students to fully explore the world of business and to determine which path may be best for them. Many of the internships have led to career placements after graduation, and the leadership skills earned while participating in student clubs or competitions translate well to the workforce.

"We have top students in the David Eccles School of Business who are eager to put their skills to the test. They have developed market entry strategies, analyzed financial data and improved processes," Watson said. Recently, a group of students went to Wall Street, and

here is one of the many great pieces of feedback: "Each time they engaged with U students, they mentioned how impressed they were. Their immediate reaction was that we should be actively recruiting them."

All business majors have the ability to immerse themselves in real-world learning environments that help them understand the demands of a field, find solutions to problems and adapt to the constantly changing workforce.

The stories in the following pages show the value and importance of experiential learning.

We are always looking for ways to engage our students in experiences that represent the most up-to-date business practices. Not only do they gain value in learning by doing, but also companies receive the benefit of having a set of intelligent students working on the problems keeping them up at night.

Alumni can play an integral role in helping students. For more information or to involve your company in an experiential learning opportunity, reach out to Ruchi at [experience@business.utah.edu](mailto:experience@business.utah.edu) or go to [experience.business.utah.edu](http://experience.business.utah.edu). **EE**



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# PARTNERING FOR CHANGE

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 

## POLICY INNOVATION LAB IS FOCUSED ON IMPROVING THE LIVES OF AT-RISK INDIVIDUALS AND FAMILIES

In a room on the sixth floor of the Spencer Fox Eccles Business Building, a handful of people work away at their computers.

It may seem like any other office, but these folks are working to change the world.

The Policy Innovation Lab, which is housed at the Sorenson Global Impact Investing Center at the David Eccles School of Business, is developing innovative approaches to problems like homelessness, recidivism and intergenerational poverty.

One such innovation, "Pay for Success," is a funding model that drives government resources toward social programs that deliver measurable outcomes for people in need. Pay for Success is an opportunity to deliver better services to vulnerable populations without further straining government budgets or putting taxpayer money at risk. Under the model, social programs are rigorously evaluated and government only pays for those that actually work.

"The Policy Innovation Lab works closely with the public, private and nonprofit sectors to develop innovative and data-driven approaches to difficult social problems. In this era of

*The overarching goal is to use these tools to help improve the lives of at-risk individuals and families in the communities we serve.*

'big data,' we can often measure what's working and act on it," said Executive Director Jeremy Keele. "The overarching goal is to use these tools to help improve the lives of at-risk individuals and families in the communities we serve."

In April, the lab announced the selection of six governments in the western United States to participate in the inaugural Innovation Fellowship Program. The program will provide funding and technical assistance to advance and evaluate high-quality social interventions that produce measurable and meaningful outcomes in the areas of homelessness, recidivism and early childhood development. Those jurisdictions include: Adams County School District, Colorado; Boise, Idaho; Las Vegas, Nevada; Missoula County, Montana; and the states

of Colorado and Utah.

In addition to the government fellowship program, the lab will provide in-depth technical assistance to nonprofits in the same jurisdictions and rigorous and independent evaluations of programs following its launch.

This lab was established at the University of Utah in 2014 thanks to grants from the White House Social Innovation Fund, the James Lee Sorenson Foundation as well as the Laura and John Arnold Foundation. The David Eccles School of Business and Harvard's Kennedy School of Government are the only two academic institutions in the country currently focused on Pay for Success and other similar innovations.

"The Policy Innovation Lab will incorporate the substantial expertise on campus and at other institutions of higher learning to help with innovative interventions that improve public sector outcomes," said Taylor Randall, dean of the David Eccles School of Business.

"This addition to the Sorenson Global Impact Investing Center is a powerful new platform to make a positive difference in communities throughout the country," said Jim Sorenson. "It will allow governments, in partnership with the private and nonprofit sectors, to focus on fixing long-term issues in their communities without wasting taxpayer dollars." **EE**

## THE ECCLES EXPERIENCE



**JEREMY KEELE** is executive director of the Policy Innovation Lab at the Sorenson Global Impact Investing Center at the University of Utah David Eccles School of Business. Prior to joining, Keele was senior adviser to Salt Lake County Mayor Ben McAdams from 2013 to 2015, executing McAdams' key policy initiatives, including the second Pay for Success project in the nation in 2013 (in the area of early childhood education.)

"As the director, Jeremy will take the lead in advising investors, policymakers and nonprofit service providers around the country on tackling challenges such as homelessness, recidivism and behavioral health through partnerships formed around 'what works' and data, rather than maintaining the status quo," McAdams said.

Before that, Keele practiced corporate transactional law in New York, London and Los Angeles with the law firms of Cleary Gottlieb and Latham & Watkins. Keele received his JD from New York University, a Master's in Public Administration from Harvard's Kennedy School of Government and bachelor's degrees in biology and French from Brigham Young University. Keele and his wife, Amy, have three boys. **EE**



# Bringing Innovation

Innovation. *Creativity.* Efficiency.

*"The best way to teach is to integrate the learning into the doing."*



**T**hey're all important concepts, but they can be difficult to truly understand until they're applied. Chris Wasden is helping students do just that.

As a professor of innovation and executive director of the Sorenson Center for Discovery and Innovation, Wasden works with students to immerse them in real-world experiences and solve real-world problems.

"I think we've created this false dichotomy between being a student and working on real problems. People come from an academic environment where you've learned theories, models and principles and think you can apply them in the real world," Wasden said. "People learn best by doing."

The best way to teach is to integrate the learning into the doing."

The center brings together 30 students who work on five different consulting projects with companies ranging from established to startup. The students focus on helping the companies innovate business models or technologies to help solve issues they face.

"It's a nexus between academia, students and industry to solve industry problems," Wasden said.

The center receives payment for its work, with companies and groups paying between \$25,000 and \$50,000, depending on how much work

## THE CENTER IS BROKEN DOWN INTO FOUR LABS

■ **IoT Lab** – The Internet of Things lab leverages social, cloud and other technologies to enable new business models. Here the students use sensors, devices and their associated apps to collect and analyze data needed to digitize the physical world.

■ **DaV Lab** – The Data, Analytics and Visualization lab helps to identify and understand relationships, correlations and patterns never before seen.

■ **SaG Lab** – The Simulation and Gamification lab allows students to construct virtual worlds with agent-based modeling. This simulation enables virtual pilots to fail fast, frequently and frugally before launching in the real world.

■ **RuX Lab** – The Rapid Prototyping and User Experience allows for exploration of ethnographic research to learn about consumers or customers. It allows for insights into how they respond to the look, feel and experience associated with new inventions.



# to Life

*"I want alumni  
to reach out to us  
and see how we can  
work with them  
to solve these  
problems and  
help them become  
more innovative"*

and time is needed.

Companies also sponsor competitions, such as Games4Health and provide prize money in increments of up to \$10,000 for winners.

The center is growing, and in the 2015-2016 school year, Wasden plans to have 10 to 15 students working as associates for a full year on whatever projects may arise. Mostly graduate students currently work on the projects, but he hopes to involve more undergraduates in the future.

Wasden hopes to engage graduates and all alumni to help students succeed and help their own companies.

"I want alumni to reach out to us and see how we can work with them to solve these problems and help them become more innovative," Wasden said. **EE**

## STUDENT LEADERSHIP OPENS DOORS FOR COLLABORATION, INNOVATION

Theories, methods and models are the building blocks of the business world. But it takes a leader to make it run. At the David Eccles School of Business, learning to be a leader is as integral to your education as what you learn in the classroom.

Just ask Tim Cooley, a second-year MBA student who runs the Entrepreneur Club and who co-chaired the 2015 Games4Health competition.

As leader of the Entrepreneur Club, he has helped dozens of students take the next step with their startups by securing money from a \$150,000 fund provided by Zions Bank. He has selected 30 to 40 students from an applicant pool of about 120 to receive funding. The experience has shown him how impressive David Eccles School of Business students are.

"Students are incredibly capable," Cooley said. "We have some great ideas, but we wouldn't be anywhere if we weren't given a little bit of help."

He hopes more alumni get involved with the club to provide mentorship for young entrepreneurs.

"Let's have a conversation. Let's talk about what works and what doesn't," he said. "Human capital is so important."

Cooley also learned several lessons from his experience as co-chair of Games4Health, a competition that asks students to create games to help provide answers to health and wellness issues. His game, StepPets, took second place for the Best Game category and first place for Best Business Model, earning him a total of \$4,000. The game encourages people to get in their 10,000 steps by creating digital pets for them to walk and adding social aspects to it as well.

"I think that games are going to change health care," he said. "The ideas and execution of student ideas purely blew me away. This is a global issue we're dealing with, and the partnerships we make will help solve it."



Working with Chris helped Cooley to better apply the lessons he learned in class. "There's a gap in entrepreneurship from the education point of view," he said. "Chris helps bridge that gap."

Cooley hopes to see even more gaps bridged at the university through cross campus student collaboration. And he knows first hand it's possible because he joined forces with Entertainment Arts & Engineering students to create StepPets. "I would want students to take more risks and seek opportunities to collaborate with other students in other programs," Cooley said. "Right now, there's a huge divide between art, law, science, media and others. Let's meet in the middle and take that risk. It's not as scary as you think." **EE**



## INVESTING IN THE FUTURE

"THE PRACTICAL APPLICATION OF EDUCATION IS EXTREMELY IMPORTANT. IT BUILDS THE BRIDGE BETWEEN THE FORMAL ACADEMIC SETTING AND THE REAL WORLD."

Students in full business attire stand in front of a room of financial experts: CEOs, CFOs, analysts and investors.

The lights go down, the projector comes up, and the presenters launch into a professional assessment of a major corporation's stock valuation.

It's something you would expect to see in the boardroom of a major financial institution.

But this scene is unfolding in a classroom at the Spencer Fox Eccles Business Building, and students are showing they have what it takes to make it in the real world.

They are members of the Student Investment Fund, a year-long class that teaches how to perform equity research. Students evaluate a company's business model, value a company's common stock and recommend a buy, sell or hold. The fund is led by Elizabeth Tashjian, professor of finance.

Providing that high-pressure experience gives students a leg up in the job interview process.

said. "In an interview, this allows the student to have a much deeper conversation, which is unique. In addition, the interviewer can see that the student is ready to take on tasks with less training."

Actually doing the work helps students become comfortable with workplace demands.

"Ideally, experiential learning connects a strong curriculum with a practical application to a real-world problem outside the classroom. It teaches the how and facilitates interaction between students and community members so that they become comfortable operating in a professional setting," Tashjian said.

Thomas Osmond, a senior in finance and member of the Student Investment Fund, says he has benefited in just that way.

"The practical application of education is extremely important," Osmond said. "It builds the bridge between the formal academic setting and the real world."

He will begin a full-time job after graduation this summer at Goldman Sachs in its investment research division.

Fellow Fund member and finance senior Kevin Greer appreciates what he's learned.

"I can now look at a company and sum up how much it's worth in a matter of minutes," Greer said.

"Applying the knowledge learned during your education to real management of actual money, lessens the shock of transitioning from school to a career," Greer continued. He, too, has a full-time job with Goldman Sachs in investment management.

Alumni can get involved by attending a presentation, sponsoring a scholarship or a stipend for a class TA or becoming an industry mentor.

For Osmond, the networking opportunities and getting to meet people in the finance field who are actually doing the work has been a highlight of his time with the fund.

"I met my future boss at Goldman Sachs in the second week of class," Osmond said. "I then learned the tools to be successful. I attribute my employment to the Student Investment Fund." **EE**



**Student Investment Fund provides the experience needed to thrive in the finance world**

"Traditional classes teach tools or critical thinking skills; if there are projects, those are relatively superficial. In experiential classes, students pursue a project that is similar to something they would do on the job," Tashjian





**T**he David Eccles School of Business has a strong commitment to teaching and instilling business ethics in our students. Race & Case is one of the student contests that helps reinforce the principals taught in the classroom. "By engaging in ethics case competition, analyzing the quandaries from multiple levels and formulating solutions, students learn practical lessons so that as the future leaders and business executives they can make the best possible decision for business issues to assure financial outcome, compliance with the pertinent laws and practice of fairness, justness and rightness." Abe Bakhsheshy, Daniels Fund Ethics Initiative professor, says, "Students will learn and understand that enterprises can succeed financially in the long run if they also follow the law and comply with the moral and ethical standards."

Race & Case, open to graduate students, adds a bit of a twist to the normal competition because not only does it test problem solving, but also puts contestant's downhill skiing to the test.

Coached by adjunct professor Lynn Suksdorf, MBAs Annie Studder, Lance

Brown, Ellie Pritchard, Landon Ford, Tania Bashford, and Nathaniel Goodhue headed to Denver this past February to defend the school's winning tradition. Their task was to determine how to influence change in a company producing electronic devices made from minerals mined in the Congo when they have no direct influence over the company.

**"We received a lot of feedback on our creative, bold and aggressive approach to the argument."**

— ANNIE STUDDER

Each team member took part of the solution to research, analyze and make recommendations. "Having everything parceled out to meet the deadlines of the competition helped us reduce the stress and be more flexible in our approach," Studder says. Brown explains, "There's a lot of work and practice that has to be put in to compete in a world-class competition."

The team met with Professor Suksdorf

several times for the weeks leading up to the trip. "Together we came up with our final recommendation," Pritchard says. "We decided to create a specialized conflict-free logo that could be placed on products." While the team felt there would be many teams taking the same approach, Studder explains it was actually unique. "We received a lot of feedback on our creative, bold and aggressive approach to the argument." That "out of the box" thinking, along with Studder's outstanding skiing ability, awarded the group first place and once again brought home the win to the David Eccles School of Business. "We're all consumers of these types of products. We had to develop a proactive solution that had a strong business case," explained Bashford. "It's imperative to take that point of view because you can get easily distracted in the competition by the emotion of the case."

Participating in Race & Case made an impact for all the MBAs. Bashford says, "We were presenting to and getting feedback from high level business professionals. It was great to make connections with these people who could help us in our future careers." **EE**



## LEARNING TO PRESENT TO DIRECTORS

Graduate Business School Association (GBSA) president, Garred Lentz, and undergraduate Business Leaders, Inc. (BLInc) CEO, Stuart Jardine, are the outgoing class representatives who have teamed up to help define the culture at the college.

When Lentz (MBA'15) applied to the program two years ago, he was unclear on his goals. "I came in expecting an academic experience and got so much more. I had the opportunity to take risks and expand my world beyond anything I thought possible." While in school, Lentz pitched the Entrepreneur Club at the Lasonde Entrepreneur Institute his invention, Sakpants, lounge pants that cover your feet. After the third time, he was awarded his first \$3,000 seed funding that launched him into a startup owner.

Jardine (BS'15) agrees the college has provided an incredible opportunity outside the classroom. While he started as a marketing major, the entrepreneur spirit caught him after class with Associate Instructor Ralph Little. "The energy in the classroom pushed me out of my comfort zone," Jardine says. "I could express my opinions and try

new things in a safe environment." Jardine joined a group of engineers participating in Bench-2-Bedside competition to develop a workable device to decrease the recovery time in rehab patients and better track their progress. He's now looking forward to working with the New Technology Venture to continue his entrepreneurial interests.

Because both Lentz and Jardine thrived at leading the student body, they were tapped by the dean's team to help create a lasting, loyal legacy for students, alumni and faculty. Jardine says they saw an opportunity for closer partnerships between students and faculty, "to empower students to take ownership of their education while getting involved with more activities." Lentz adds, "This collaboration helps off-campus students feel more closely included



Garred Lentz

"I CAME IN EXPECTING  
AN ACADEMIC EXPERIENCE  
AND GOT SO MUCH MORE."

— GARRED LENTZ

in the school as well. It's also essential to connect alumni with students and grow the opportunities for interactions."

The pair worked with the leadership team to drill down on what really are the core values of the school. One point they made was to build on the entrepreneurial spirit of our namesake, David Eccles. "It's important that in every program we show ways students can be innovators within whatever career path they take," explains Jardine. "Collaboration and hard work are also important," Lentz adds. "The team atmosphere is what helps the Eccles experience become stronger and should be promoted throughout the campus."



Stuart Jardine

It's evident Lentz and Jardine will continue to evolve their career paths. Lentz says, "I feel I could do anything. The world is smaller now. I'd be completely comfortable going to Japan to start a business or even start a new business here." Jardine agrees, "The Eccles experience has helped me find my strengths and be open to new opportunity." **EE**



# Pursuing An

# MBA

# 186 Miles Away

**L**isa Tarufelli is unique among her college peers. Instead of earning her MBA after a few years into her career, Tarufelli began graduate school 30 years after she finished her undergraduate degree, and she is completing the program almost exclusively from Wyoming. Tarufelli is part of the first cohort of the MBA Online program through the David Eccles School of Business.

With coursework completely online, Tarufelli is able to earn her degree and continue her responsibilities as director of the Department of Finance and Administration of Rock Springs, Wyoming.

"I'm always looking for opportunities to further my education," Tarufelli said. "I've thought about getting an advanced degree for a number of years."

The David Eccles School of Business MBA Online program is designed for working professionals who cannot commute to campus. Students spend 20–25 hours per week completing a 48 credit hour program in two years. The online course is accredited by the Association to Advance Collegiate Schools of Business (AACSB) and offers the same quality as David Eccles School of Business's other highly ranked MBA programs.

"The development of the MBA Online program is our most recent effort to expand the reach of our top-ranked MBA program and better meet the demands of the full-time working professional," said Brad Vierig, associate dean of MBA Programs and Executive Education. "Locally and nationally, we are excited to see this program bring the David Eccles School of Business experience to students who cannot make it to campus but want a world-class educational experience."

When Tarufelli was an accounting undergrad in the David Eccles School of Business, limited technology prevented effective online education. Now she is on her way to receiving a degree in her first foray into digital university-level education. As a student who loves sitting on the front row of class, Tarufelli was concerned whether online education would give her the same level of interaction she enjoyed as a full-time student. Her fears, however, quickly subsided.

"It's amazing that the online classes work out just perfectly," Tarufelli said. "The way the courses are structured, you have access to the classmates and to the instructor, and they're just the best. They're willing to answer questions and respond to anything I think of. I believe my level of interaction is probably more than when I was in a classroom."

Another perk of the program is that Tarufelli has also been able to travel while still taking courses. Because of the flexible nature of the program, she was able to see family in Denver last fall without skipping a beat in her school work.

Through it all, Tarufelli continues to be impressed by the quality of the David Eccles School of Business.

"The one thing that amazes me is the quality of the program and the educators," Tarufelli said. "The instructors are all so engaged in the process. They are top-notch and responsive, which makes it that much easier."

To learn more about the MBA Online program, please visit [mbaonline.business.utah.edu](http://mbaonline.business.utah.edu). **EE**



*"The development of the MBA Online program is our most recent effort to expand the reach of our top-ranked MBA program and better meet the demands of the full-time working professional."*



# LEVERAGING OPPORTUNITY

## Shopped on Overstock.com lately?

If so, you likely saved some money thanks to the work of Taylor Berthelson, who graduated from the David Eccles School of Business in December 2014 with an undergraduate degree in marketing.

Berthelson is a promotions coordinator, which means about a month before furniture or bedding goes on sale, he identifies the items that will be discounted.



He began doing that work as part of an internship he started in his last year at the David Eccles School of Business. He previously worked as an administrative assistant and also as a member of Overstock.com's freight team, then he moved to the marketing team, which was a better fit for his passion. The internship served as an Eccles experience that helped him create a solid foundation for his transition to a new team with different responsibilities.

"It was really helpful to be able to take a class and then go to work the next day and apply what I had just learned," Berthelson said. Berthelson works full time for Overstock.com,

and every day he uses the lessons he learned about search engine optimization or business ethics to make his company even more effective in the marketplace.

Marie Wintriss, senior manager of marketing operations at Overstock.com, has been impressed with Berthelson's work, his attention to detail and his helpful attitude.

"Taylor is a very diligent, detail-oriented member of the team. He is conscientious and is always looking for ways to improve the customer experience," Wintriss said. "His background has given him the ability to think about the whole business and not just focus on tasks as assigned."

Berthelson's educational experience translated directly to his work experience. It is one of the primary goals of experiential learning opportunities the David Eccles School of Business offers. For one of his courses, Berthelson wrote a 20-page marketing plan for Overstock.com, using marketing data the company allowed him to access.

"It was cool to take real numbers and see the connections," Berthelson said. "This was a real business, and what I was learning was relevant. It was a much better learning experience than just reading a business case in one of my classes."

While in school and interning at Overstock.com, he learned many lessons, but one of the most important ones was perseverance.

"I learned to work hard," Berthelson said. "School and life are going to be difficult at times, but if you keep your head down and keep pushing, everything works out for the best." **EE**



Allie Rooney is about to embark on a once-in-a-lifetime road trip.

This MBA graduate is heading to Ford Motor Company to work for the finance department in Dearborn, Michigan.

It's a road she never expected to find herself on.

Until she was six years old, she was raised by a single mother who had to be strong not only for herself but also for her child.

"My mom had very little help before she married," Rooney said. "I saw people walking over my mom. She worked at a bank for 18 years and never made officer because of the boys' club. It made me want to push back and show that my mom was better than that, and I'm better than that."

She earned her undergraduate degree in finance at the University of Illinois then joined the David Eccles School of Business's MBA program in fall 2013. Here, she became president of the graduate Women in Business club that helped open doors to her career at Ford.

She attended the National Association of Women



MBA's conference in October where she met with recruiters from Ford. A month later, she received a call for a phone interview. A second interview soon followed. A few weeks later, Ford flew Rooney out to Michigan for a tour and a whirlwind of interviews. She received the job offer the next day.

"I got that offer this past December," Rooney said. "It was nice to have everything wrapped up for Christmas."

Going to that conference was a life-changing moment for Rooney, and she's grateful to the David Eccles School of Business for helping her attend.

She is wrapping up a year-long internship with Boart Longyear, the world's leading provider of drilling services, drilling equipment and performance tooling for mining and drilling

companies globally. During her time, Rooney excelled at finding ways to save the company money.

"She has been instrumental with assisting the global corporate travel program," says Nathan Barnes, senior manager of global real estate and shared services. "She has been able to consolidate global data and provide us with information about what we are doing on a global basis with travel."

Barnes explains how Rooney's work resulted in a contract with a major airline that saved \$200,000 a year and allowed the company to find a new travel provider that saved even more. She navigated company politics, worked with different business units that were competing for resources and effectively presented data.

"She's done an outstanding job," Barnes says. "She has presented in front of our CEO, CFO and others at that level, and I think through this internship, she has gained invaluable experience that will propel her to the next assignment she gets."

As she trades in her cap and gown for a new office in Michigan, she is indeed on quite the road trip. **EE**

## MAXIMIZING THE ART OF NETWORKING





From South Korea to the Caribbean, Josh Hadley's experience at the Lasonde Entrepreneur Institute has opened new worlds of possibility.

Competing with dozens of Ivy League graduates for a six-figure job opportunity, two things set Josh Hadley (BS'12, MBA'14) apart: his

intern for its highly competitive Leadership Development Program, Hadley stood out from the competition.

"Because of my time at the Lasonde Institute, I had experience managing a budget of \$350,000," Hadley says. "I had experience managing other student

There's little wonder why American Airlines was impressed with Hadley's resume. But, Hadley's qualifications went beyond his opportunities at the U.

"What sets Josh apart is his work ethic and drive," says Troy D'Ambrosio, executive director of the Lasonde Institute. "Not only is he smart and ambitious, but also works twice as hard as anyone else."

With Hadley's experience and ethics working in tandem, he landed the job in the American Airlines Leadership Development Program, a fast track path to upper management in a company with more than 100,000 employees.

As part of the program, employees are given the chance to change job titles and work in different departments every year. Flexibility and diversity are rare in the business world.

"I love the opportunity to try new things, to stretch myself and see how a large company runs and operates," Hadley says.

As Utah natives, Hadley and his wife, Becca, have enjoyed the added perk that comes with working for an airline – free travel. In the past year, the couple has toured the Caribbean, Western Europe and South Korea.

While Hadley's prospects at the airline are promising, they are not the limit of what his future holds. An entrepreneur at heart, one day he hopes to own and manage his own company.

"I learned how to create a successful startup," Hadley says. "I'm learning a lot about how big corporations run. I think both of those skills will help me in running my own company in the future." **EE**



Hadley's experience demonstrates that the Lasonde Institute teaches skills ranging far beyond entrepreneurship: it is a training ground for tomorrow's entrepreneurs, innovators and business leaders.

personal grit and determination and his experience at the Lasonde Institute.

"What helped me more than anything in getting this job was my involvement with the Lasonde Institute," Hadley says. "The opportunities I had there put me above the competition."

In 2013, Hadley interned at American Airlines with graduate students from Harvard, Yale, Stanford and Cornell who had years of business experience. Hadley didn't have an Ivy League education. He didn't even have a year of business experience. Instead, he went from a bachelor's in finance from the David Eccles School of Business straight into an MBA.

Yet, when the time came for American Airlines to recruit an

directors. I put together one of Utah's largest entrepreneurial competitions. That's real business and leadership experience beyond anything you can get through a regular job." During his time as co-chair of the Utah Entrepreneur Series, Hadley also was able to help increase the number of competitors by 74 percent.

Hadley's experience demonstrates that the Lasonde Institute teaches skills ranging far beyond entrepreneurship: it is a training ground for tomorrow's entrepreneurs, innovators and business leaders.

Apparently not busy enough, Hadley also worked alongside faculty members as a Lasonde associate in the New Venture Development Center, won a grant through the Lasonde seed-grant program and even began his own startup, My Inspect Smart.



# Building Successful Entrepreneurs

The University of Utah ranked No. 2 in the nation for the most cash awarded to student entrepreneurs this past year, according to the *Princeton Review* and *Entrepreneur Magazine*. In total, competitions awarded \$744,550 to students from across the state.

For the past four years, the *Princeton Review* has ranked the U a top-25 school for entrepreneurial universities for startups, according to the Association of University Technology Managers.

Clearly, the U has been doing its part to build successful entrepreneurs, and the Lassonde Entrepreneur Institute at the David Eccles School of Business, plays a crucial role in that development.

"We have every level of student—from freshman to graduates—competing in our programs, from all kinds of

majors and universities," says Troy D'Ambrosio, executive director of the Lassonde Institute. "That diversity enriches the students and the work they produce ... that kind of environment makes our competitions collaborative versus competitive. It's not about rivalry; it's about improvement."

This year's winners of the Utah Entrepreneur Challenge demonstrate the commitment to enriching entrepreneurial opportunities for all, regardless of rivalries or background. Four BYU students won \$40,000 of the more than \$100,000 in cash and prizes awarded for their business, SimpleCitizen—an online service to help people secure green cards. In addition to the prize money, the competition also provides mentors who help guide students through the entire business process from idea to implementation.

But the competitions develop so much more than budding entrepreneurs. "We impact not only students, but also the entire community," D'Ambrosio notes. "These students who pass through our program are creating new businesses and new jobs that didn't exist before. They are building Utah's economy."

None of this impact could have been possible without generous support from Zions Bank and other sponsors who fund these programs and entrepreneurial ventures.

"Since the beginning, Zions Bank has been our partner. It shared this vision with us, understood our goal and helped make it possible," D'Ambrosio says. "Without them, the Lassonde Institute wouldn't be what it is today."

In addition to the Utah

Entrepreneur Challenge, the Lassonde Institute offers several other opportunities to compete for prize moneys such as: Bench-2-Bedside, where students design new medical devices; Games4Health, where students design a health-related game or app; and Get Seeded, where students pitch their business ideas to the Entrepreneur Club.

"I have had the pleasure of attending several of the entrepreneur competitions and can't help but marvel at the ingenuity and energy of the students involved," says Scott Anderson, president and CEO of Zions Bank. "They are presenting innovations that address challenges that make our future brighter."

Many of the competitions are unique because they are run by students, for students. This type of involvement builds future entrepreneurs, future leaders and thriving business networks, generating a level of success that has begun drawing attention.

Impressed with past university participants, producers from the popular ABC business reality show, "Shark Tank," came to campus this April to hold auditions for next season. TV producers aren't the only ones drawn to the U's campus.

"We have had people from universities all over the country come talk to us," says Josh Hadley, a former co-chair of the Utah Entrepreneur Series. "They want to understand how our program has become so successful. They are inspired by what is happening here at the U." **EE**



l to r: Troy D'Ambrosio, executive director, Lassonde Entrepreneur Institute; Nick Beynon, co-chair, UES; Brady Stoddard, co-founder, SimpleCitizen; Scott Anderson, president and CEO, Zions Bank; Sam Stoddard, co-founder, SimpleCitizen; and Dane Money, co-chair, UES





Architectural rendering of the “garage” on the main floor of the Lassonde Studios will be open to all students on campus.

## AT A GLANCE: Living at the Lassonde Studios

Ranked in Top

**25**

The Lassonde Entrepreneur Institute is a top-25 program for entrepreneurship, according to the *Princeton Review*.



**400**

Number of students who will live at Lassonde Studios.



**20K**

Square feet of open space in innovation garage.



**3,284**

Number of prototyping tools available to check out.



**700K+**

Cash prizes and startup funds available to students.



**80**

Number of micro apartments.



**15**

Number of video-game consoles.

### IN THE NEWS

“In a move it hopes will lure budding entrepreneurs who dream of souped-up Silicon Valley workspaces, the University of Utah plans to build a residence hall that blurs life and work the same way technology giants Facebook and Google do at their headquarters.” – *Bloomberg Businessweek*

### STUDENTS GET

- ▶ Maker space
- ▶ Workshops
- ▶ Competitions
- ▶ Startup space

### STUDENTS BECOME

- ▶ Entrepreneurs & innovators
- ▶ Leaders
- ▶ Company owners
- ▶ Job ready





# CALLING

## Students with Big Ideas to Change the World

Apply Now to Live, Create, Launch Here Starting Fall 2016

**D**o you know a student who aspires to do great things? A student who refuses to sleep until a problem is solved. One who wants to invent a game-changing product and has a passion to change the world. These are our future entrepreneurs and innovators, and the Lassonde Entrepreneur Institute, an interdisciplinary division of the David Eccles School of Business, is now recruiting the best from around the world to form an exciting, new residential community. Encourage your college-bound student, neighbor or friend to apply to live at the Lassonde Studios and move in fall 2016. Apply and learn more at: [lassonde.utah.edu/studios](http://lassonde.utah.edu/studios).



*One-of-a-kind community of makers, creators and entrepreneurs.*



*A community to live, create and launch new ideas.*



### Nominate a Student to Receive a \$10,000 Scholarship

The Lassonde Entrepreneur Institute is offering a \$10,000 scholarship to a student nominated by an alumnus of the David Eccles School of Business. The money will go toward housing costs at the Lassonde Studios.

Selection criteria will be the same as for other residents at the Lassonde Studios. Students should be interested in entrepreneurship and innovation, and they should have a desire to work with other students to start a new

initiative or venture.

Help us connect with the students you know who have great ideas and inspire others to make big changes in the world.

Nominate a student online at: [lassonde.utah.edu/alumni](http://lassonde.utah.edu/alumni).



# Alumni on the Move

Keep up to  
date on all  
the activities  
in and around  
your area.  
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Stay Connected:  
[alumni.business.utah.edu/alumni-updates](http://alumni.business.utah.edu/alumni-updates)

## 60s

**Robert Lorenzen (MBA'69)** is enjoying retirement.

## 70s



**Bev Day (MBA'75)** is President & Executive Director for Alliance of International Aromatherapists.

**Jim DeBord (BS'79, BS'82)** is Vice President of Global Business Development at Fextronics.

**James Hicken (BS'78)** is President & CEO of State Bank of India.



**Gary McMurrin (MBA'71)** is preparing a book on conservative investment strategy for people seeking a greater return on their retirement capital without creating significant risk.



**Bruce Vest (BS'72)** is Vice President at Pritchard Mining Company, Inc.



**Frank Shipper (MBA'73, PhD'78)** had his book, *Shared Entrepreneurship: A Path to Engaged Employee Ownership*, featured on the Aspen Institute's website. He was also one of only 60 invited from around the world to participate in the 2014 Aspen Institute's 2014 Business Education Symposium.

**Michael Walterscheid (BS'78, MBA'92)** is CFO for MD Recoveries, Inc.

## 80s



**Devin Thorpe (BS'89)** is Interim Executive Director of the Community Foundation of Utah.

## 90s



**Mike Blake (BS'98)** is CEO for Hotel Technology Next Generation.

**Jeffrey Gumeson (BS'98)** is Managing Director at The CAPROCK Group.

**Wendy Smith (MBA'94)** is Counsel for the Committee on Ethics for the U.S. House of Representatives.

**Steven Stauffer (BA'92, MBA'93)** is Office Managing Partner and Territory Audit Practice Leader for Grant Thornton in Salt Lake City.

**Chris Terry (BS'92, MBA'93)** is Senior Vice President of land division at Newmark Grubb ACRES.

**Michelle Thorne (BS'96, MBA'99)** is President and CEO of American United Federal Credit Union.

**Ryan Udy (BS'97)** is Director & Controller of Sales & Marketing Finance at Nissan North America.

**Matt Broadbent (BA'06)** is working with IHC as the Development Director for LDS and Riverton hospitals.

**Jeff Callister (BS'02)** is Marketing Specialist with Associated Food Stores.

## 00s

**William Chen (BS'05)** is Senior Manager with Dell Inc.

**Jonathan Deesing (BA'09, MBA'14)** is Outreach Specialist at CLEARLINK.

**Steve Fox (BA'05)** is a Regional Brokerage Consultant of Southern California for Fidelity Investments.

**Patrick "PJ" Grimm (BS'00)** is Account Executive for Idaho Stampede.

**Chris Luras (MBA'07)** is Associate Director of Compliance & Internal Controls at Navigant.

**Raelynn Potts (MBA'05)** has a new business, *Auntie Rae's Dessert Island*, which opened in Holladay, Utah in May.

## 10s

**Michael Smith (EMBA'05)** is COO at OceanWorks International.

**Kristy Begay (BS'10)** is Contract Specialist at the Department of Justice.

**Jonathan Bowen (HBS'11)** is Senior Business Consultant at Domo, Inc.





**Pete Codella (MBA'13)** is Director of Marketing & Communications at the David Eccles School of Business.



**Duke Merickel (BS'14)** is Direct Mail Specialist for Taylor Strategic Relationships.



**Erik Edwards (BS'11, MAcc'12)** is M&A Services Senior Associate at Connor Group.



**Tyler Riggs (MBA'12)** is Senior Solutions Architect at ClickTale.



**Lindsay Stahl (BS'11)** is Director of Global Compensation at Burger King Corporation.

**Corrine Sudbury (BS'13, MAcc'14)** received the Elijah Watt Sells award for her outstanding performance on the CPA Examination.

**Walter Franco (BA'11)** is a Consultant at Victus Advisors.

**Adam Griffith (MBA'14)** is Director of Store Systems for Smoothing King Franchises, Inc.



**Matthew Tensfeldt (BS'11)** is a Certified Flight Instructor at Cornerstone Aviation Flight School.

**Scott Kitchen (MSIS '13)** is System Administrator for Cody, Wyoming. He also earned a Network+ certification.

# WELCOME 2015 ALUMS



**Alexandra Blanton (BS'15)** is a Samsung Experience Consultant at Mosaic Sales Solutions.

**Brady Brown (MBA'15)** is Special Project Coordinator for the Utah Jazz.

**Derek Deitsch (BA'15)** is Administrative Assistant at US Welcome Pavillion.

**Chad Eiring (MBA'15)** is Manager of Business Analytics at Emerson.

**Tanner Elton (MAcc'15)** is an Auditor at Ernst & Young.



**David Hathaway (MSIS'15)** is Network Operations Specialist at Insidesales.com.

**Alli Hock (BS'14, MAcc'15)** is a Fund Analyst with Strata Fund Solutions, LLC.

**Jordan Holloman (MBA/MHA '15)** is Project Coordinator for University of Utah HealthCare. To celebrate his recent accomplishments, he's traveling to Iceland.

**Allison Jirak (MSIS'15)** is PLM Administrator for Skullcandy, Inc.



**Kent Johnson (MSIS'15)** is Senior Consultant at American Digital Systems.

**Kelsey Inglesby (HBS'15)** is a Graduate Student at the University of Minnesota.

**Steve Newton (MBA'15)** is Global Account Manager at Emerson.

**Sean Roberts (MBA'15)** is Material Program Manager at Orbital ATK.

**Paul Rosen (MBA'15)** is Assistant Professor at the University of South Florida.

**David Swan (BS'15)** is owner of Swan Realty.

**Eric Troff (BS'15)** is an Audit Associate at Ernst & Young.





*It's so rewarding to hear about  
the alumni careers, families and achievements.*



## MAKING CONNECTIONS

**A**s we welcome the class of 2015 into our alumni network, our commitment to staying connected grows even deeper. Since our last issue, we've gone coast to coast meeting with our graduates. In Las Vegas, we had a chance to tour Switch, one of the largest data hubs in North America, to walk through the Google campus in the Bay Area and to explore the Adobe office in Utah County. This past spring, we brought the campus to Los Angeles with a virtual tour of the new Lassonde Studios. While we enjoyed the company visits, we also had a chance to unwind and network at socials in Seattle, Dallas, Phoenix, Orange County, Austin, New York, Boise and Portland. It was great to reunite with everyone as we talked about the exciting changes happening at the David Eccles School of Business.

It's been enriching to spend time with hundreds of our alumni who are outside of the Salt Lake area while also building more substantial friendships with many that are still

in town. There was tremendous turnout for our Alumni Speaker Series last winter featuring Intermountain Healthcare CEO, Jim Sheets, who talked about the changing dynamics of health care in America. Our internet security panel also was well received, as alumni learned about the current and future threats to protecting data in the information age.

Already we are planning trips to Denver, Cincinnati, the Bay Area, Seattle, Washington D.C., Portland, Orange County and Los Angeles in addition to all the activities we'll have in the Salt Lake valley for this upcoming summer and fall. It's so rewarding to hear about the alumni careers, families and achievements. Be sure to watch your email for information on when we'll be in your area so you can come out to connect with your alma mater!

For more information on regional alumni networks, please contact: [Cory.Nelson@Eccles.Utah.edu](mailto:Cory.Nelson@Eccles.Utah.edu). **EE**





**We Welcome**  
  
**NETWORK**







**O**ur graduates are strengthening the business community and filling boardrooms nationally and internationally. Because of their Eccles Experience, they can put their education to work immediately.

Thanks to these generous donors, our students are able to take on more leadership opportunities, hone their skills in competitions, and network at national conferences, which differentiate them from other job candidates. The donors' investments are making a powerful impact and helping to empower students to achieve their academic goals.

Now, more than ever, your help is needed to continue to provide the excellence in education you've come to expect from the David Eccles School of Business. To show our commitment to being part of the students' success, we will match new scholarship gifts dollar-for-dollar when you give \$1,000 and above, up to \$2,000. Corporate matching-gift programs can be used to grow your investment even further. For more information on how you can fund a scholarship, please contact [Katie.Amundsen@Eccles.Utah.edu](mailto:Katie.Amundsen@Eccles.Utah.edu).

## individual gifts

**Gifts of \$500 or more from  
January 2014-December 2014**

### **\$1,000,000,000+**

Gail Miller  
James Lee Sorenson  
John W. McIntyre

### **\$100,000 – \$249,999**

Brent and Bonnie Jean Beesley  
Christine and Monty Botosan  
Robert B. and Lisa W. Campbell  
Pierre and Janelle Lassonde  
Robert S. and Suzanne Marquardt

### **\$50,000 – \$99,999**

Gregory and Sylvia Goff  
Phil and Gloria Horsley  
Clark D. and Christine C. Ivory  
Mark S. and Cindy Skaggs

### **\$25,000 – \$49,999**

Shirley M. Benzley  
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James A. and Candice Unruh  
Jeffrey A. and Pauline P. Unruh  
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### **\$10,000 - \$24,999**

Tom and Shirley Callanan  
Patricia W. and William H. Child  
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John H. and Carol Firmage  
Kem C. and Carolyn B. Gardner  
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Tyrene Christopoulos  
Vic and Linda Lund  
Dwain C. Mendenhall  
Van Midgley, Jr.  
Harold W. and Lois F. Milner  
J. Greg and Jan Pickard

*\*deceased*



Richard T. and Beth Pratt  
Keith O. and Nancy Rattie  
David Salisbury  
Jeffrey W. and Cynthia R. Shaw  
Lisa Thaller  
Norman H. and Kim Wesley  
R. Chad and Sarah Ann Whitehead  
Donald A Yacktmann  
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Renee A. Breber

**\$5,000 - \$9,999**

Mbe Takim Agbor  
Anonymous  
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Mark and Karen Bouchard  
E. Lindsay and Carla O. Carlisle  
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Wesley G. and  
Michelle Diane Harline  
Richard L. Jenson  
Robert W. Keener  
Timothy F. Kenny  
Kris Liacopoulos  
S. Del\* and LaRee W.\* Low  
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Michael and Stacey Reichert  
Scott L. and Jane M. Robinson  
Michael W. and  
Christee R. Roderick  
James S. and  
Barbara A. Schallheim  
Ron Simmons  
Brad and Jean Vierig  
Don G. and Megan P. Wardell  
William M. and Lisa Wirthlin

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E. Rick and Tamra Baldini  
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Nickolas Boris  
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Spencer P. and Kristine L. Eccles  
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Christine A. Fairclough  
Gary W. Rodgers and  
Chris Filtz  
Edna Firmage Richards  
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Michael R. and Christine D. James  
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Richard and Doreen Kopf  
David L. Lemmon  
Robert H. Miles  
Charlotte L. Miller  
Tom and Julia Miner  
Charlie Monfort  
J. Clark and  
Christine A. Morzelewski  
Rob and Jan Nye  
Christina A. Palacios  
Mark R. Parker  
Steve and Lisa Parks  
Reed H. and Marilyn F. Randall  
Robert C. Steiner and Wendy Reed  
Greg W. Smith  
Kevin K. and Alice L. Steiner  
Becky B. and Richard P. Turk  
Stan D. and Jill VanderToolen  
Brian M. Webber  
Jerry Williams

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Peggy A. Ahlin and  
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Barbara and Gary Anderson  
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Bruce Artim and  
Brenda Hayes-Artim  
Jonathan Artim  
Blaine V. and Rebecca L. Bitton  
Kent M. and Deborah H. Bowman  
H. Roger and Sara S. Boyer  
Jill and Matt Briggs  
Steven A. and Liz King Burgess  
Amy E. and Michael Caputo  
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Curtis R. and Nancy F. Chisholm  
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Tracy Christman  
Joshua T. and Kimberly A. Colton  
Steven R. and D. Valeen Cowley  
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*Our goal is to express our gratitude to all those named. Despite our best efforts, however, errors sometimes occur. In that event, we would appreciate being notified.*

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## 1953

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Keith R. Wallin

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Robert G. Macfarlane  
Ron Simmons  
Wendell S. West  
Ray H. Wood

## 1955

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William A. Williams

## 1956

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## 1957

Rodney H. Brady  
Welden L. Daines  
J. Tom Decker  
Laren F. Empey  
Allen D. Hixson  
Keith L. Ohlson  
Ronald H. Thomas

## 1958

T. Gerald Bettridge  
LeRoy G. Faerber  
J. Rex Gardner  
Marion E. Gubler  
Bernard J. Hale  
Michael Holt

## 1960

Jack S. Emery  
Kenneth Rigtrup  
Stanley G. Smith

## 1961

Dannie W. Burnett  
Paul B. Carr  
Gerald C. Johnson  
Allan L. Petersen  
Richard T. Pratt  
Robert W. Raybould

## 1962

Richard W. Fetzer  
William D. Folland  
James R. Gaddis  
R. Malcolm Hendry  
Robert C. Livsey  
Sheelwant B. Pawar  
Ronald P. Studen

## 1963

Bert Charles Applegate  
Joseph F. Cowley, Jr.  
Marian Garnder  
Berlin C. Hall  
Paul J. Kratz  
David Lord  
Kay N. Shaffer  
Richard G. Shaffer  
Sidney J. Mulcock

Wilburn C. West, Jr.  
Thomas D. Wright  
Kenneth R. Zimmerman

## 1964

Paul M. Bingham  
K. Eric Gardner  
Katharine B. Garff  
Gordon E. Holt  
Lynn G. Stowell  
Gary W. Vause  
John H. Warwick

## 1965

Bryce T. Bradley  
E. Lindsay Carlisle  
Allan H. Day  
Charles A. Evans  
David M. Kelly  
Donald R. Layton  
David L. Lemmon  
W. Brent Maxfield  
Gary W. Rodgers

## 1966

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Robert S. Child  
O. Richard Flack  
Gordon E. Harmston, Jr.  
Arthur P. Heinen, II  
Richard S. Kopf  
Richard H. Nordlund  
Richard H. Ostler  
Howard E. Simmonds

## 1967

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Jacques G. Chappuis  
Robert H. Garff  
Shirley J. England  
Wayne G. Facer  
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Aldwyn K. Hyatt  
Peter V. Karns  
Ralph W. Lamoreaux  
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David B. Sollis

## 1968

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Robert G. Candland  
Clifton Goble  
Richard E. Holt

\*deceased



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Bruce M. Iversen  
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Richard J. Willardson

### 1970

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Terry Lee Evans  
Mary Kay Griffin  
Larry Haramoto  
Richard R. Hartman  
Wayne L. Haymond  
Leon F. Klube  
Gordon Lambert  
Dennis W. Monson  
Dennis P. Polster  
V. Rudolf Rania  
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Carol J. Gentner  
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Douglas P. Richards  
James E. Robison  
Uffe Traeden  
Cyril J. Young

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Raymond Tom  
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Norman H. Wesley

### 1973

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Steven A. Burgess  
Richard A. Captor  
Fredrick L. Elliott  
Frank M. Eppler  
Ifred V. Evans, Jr.  
William E. Federhofer  
Joseph Fernandes  
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Michael H. Houchard  
Michael R. James  
Phillip W. Johnson  
Pierre Lassonde  
Michael W. McCleery  
Kenneth W. Oveson  
J. Greg Pickard  
Jack Alan Ricks  
Frank M. Shipper  
Howard Davis Tubre, Jr.  
Gerald D. Weintraub  
Lisa F. Wirthlin

### 1974

Mary N. Aa  
Raymond M. Brown  
Chesley H. Erickson  
Brad D. Hardy  
Richard M. Hotinski  
James A. Janousek  
Floyd F. Lewis  
Kevin J. McGovern  
Scott L. Miles  
William Parikas  
Stephen E. Parks, Jr.  
Randall A. Plant  
Juha Pen Saastamoinen  
Bruce M. Sailor

Vincent P. Taiani  
Robert A. Westgate

### 1975

George E. Birch  
James R. Boudreau  
Lewis R. Boynton  
Angela L. Chan  
John B. Erickson  
Randy John Eves  
Mark C. Heckle  
Mark D. Howell  
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Kenneth J. Simons  
Mark S. Skaggs  
James Lee Sorenson  
Mark W. Stevens  
Albert J. Strickling  
Dale L. Terry  
Gene C. Wulf

### 1976

Paul S. Beck  
Marriner Campbell Eccles  
Craig F. Fotheringham  
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Chester F. Johnson  
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Charles E. Sudberry  
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Shelton R. Young

### 1977

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Briant J. Smith  
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LTC Arvid C. Zenk

### 1978

Clair Abee  
E. Rick Baldini  
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Gregory J. Goff  
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Joe Nichols  
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Wilson Ray  
Raymond Reass  
Jonathan M. Ruga  
Jack B. Sparks, Jr.  
Alan K. Young

### 1979

Kenneth Adams  
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Val R. Bitton  
John W. Bongard, Jr.  
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Larry E. Hart  
Albert Hendley, III  
Wendy S. Martin  
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Robert H. Miles  
Michael E. O'Keefe

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Richard A. Rowley  
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Linda J. Wardell  
Bart T. Weed  
Peter N. Zolintakis

# 1980

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Kent M. Bowman  
Thomas E. Callanan  
Jeff S. Cardon  
John C. Clay  
Dean Drew  
Dwight Epperson  
George B. Felt  
Kenneth L. Gray  
Melvin H. Larsen  
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Darwin D. Millet, Jr.  
Paul Nielsen  
Michael Newmyer  
Lisa Y. Schneider  
David Scott Watson  
Alan J. Wood

# 1981

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Aaron Axel Brown  
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Dunbar Newell Chambers, III  
Ellen Dodson  
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Brad A. Fritz  
Douglas K. Ohlson  
Helen Ann Thatcher  
Henry Van Tienderen  
Ruthann S. Van Tienderen  
Jeff C. White  
Kerry B. Winn

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Kathryn Adair  
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Terry R. Collins  
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Thomas C. Etzel  
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Charles K. Monfort  
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Mori B. Paulsen

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Stephen M. Quinlivan  
Doris A. Richards  
Gil S. Williams

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Sarah Dransfield\*  
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Tamara A. Gonsiewski  
Cheri Landgren  
Celso Roberto Fillinger Lobo  
Derick P. Loyola  
Gary L. McArthur  
Robert W. Nye  
Norman Schultz\*  
Jeffrey W. Shaw  
Renee Lynn Schmid  
Karen L. Vinton

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Georgia D. Bircumshaw  
Joann J. Borg  
Linda Suzanne Browning  
Amy E. Caputo  
Carol L. Franklin  
Bryan L. Jensen  
Thomas R. Kline  
Denis M. McDonald  
Kenneth G. Parker  
Michael R. Reichert  
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Brian J. Spink  
Jeffrey M. Soderberg  
Jennifer J. Stewart  
Timothy L. Weiler  
Robert D. Whitehead

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Matthew Roger Bean  
Diane S. Cannato  
Todd Christensen  
Steven R. Cowley  
Robert B. Dimond  
Steven K. Eyre  
Alan Clesse Hilton  
Brian C. Hogan  
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Cathy L. Fonnesbeck  
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Rebecca Jean Dutson  
Franklin H. John  
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Gary Brent Jordan  
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Stan D. VanderToolen

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Ronald L. Weiss

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Kym Buttschardt  
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Michelle S. King  
Kris Liacopoulos  
Taylor R. Randall  
LeAna Larsen Robison  
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Ronald V. Wheelwright  
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Susan M. Wilson

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Todd Paul Lee  
Robert L. Martin  
Jan Makinen Maynard  
Trenton S. Michie  
Donnalee Redford  
Robert William Richens  
Steven C. Stauffer  
Karen M. Summerhays  
Charles Edward Tatton  
Deann Clark Zebelean

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Kevin L. Cummings  
Andrew T. Garcia  
Pauline L. Higgins  
Timothy H. Hoj  
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Jean I. Perschon  
Carma J. Richmond  
Taylor Vriens

\*deceased



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### 1995

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Xiaohong Ma  
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Lantz K. Stringham  
Carol Kay Tesch  
Mitchell J. Walkington  
Donna N. Wisniewski

### 1996

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Brian M. Beitler  
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Joshua Taylor Colton  
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Jennifer A. Rake  
Jennifer J. Smith  
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Bruce R. Westenskow  
Paul Wayne Whitlock  
Sean Patrick Wright

### 1997

Cleon Parry Butterfield  
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Tyler Christenson  
Bryan Frederick Duberow

James D. England  
Jeffrey C. Fairbanks  
Jeremy H. Merritt  
Matthew D. Totsch  
Sarah Ann Whitehead  
Brandon K. Wilcox  
Jason Wood

### 1998

Marci Leigh Butterfield  
Kimberly Ann Colton  
Alayna Frasier-Williamson  
Ekaterina Valerievna Karniouchina  
Jennifer D. MacDuff  
Weiwei Wang

### 1999

Chad B. Atkinson  
Erik R. Craythorne  
Carson R. Dickson  
Alma E. Faerber  
Jennifer Foster  
Chad E. Killebrew  
Joseph Larry Tippetts

### 2000

Mbe Takim Agbor  
Mark Lawrence Astling  
Jennifer June Buckallew  
James T. Cella  
Ryan Dennis Claybaugh  
Todd J. McKinley  
Ryan T. Oakes  
Nicole Peterson  
Melissa A. Purcell  
Kandy W. Richards  
William R. Spendlove

### 2001

Amy D. Alcorn  
C. Chad Anselmo  
Scott Bauman  
Jeremy P. Bouwhuis  
Lisa Marie de Vargas  
Boyd Gayle Evans  
William Brendan Glasheen  
W. Timothy Miller  
Chad R. Moore  
Jeremy Lynn Robinson  
Jonathan Blair Frank Snavely  
Frederick D. Wadsworth

### 2002

Justin Paul Bleazard  
Douglas W. Birrell  
Tanya Marie Chidester

David P. Finney  
Daniel C. Godfrey  
R. Scott Holley  
Lincoln Scott Howell  
Steven R. Loewy  
Sarah Christine Ross  
Tenielle A. Young  
Tyler S. Young

### 2003

David M. Broadbent  
Jared Bulloch  
Matthew T. Bullock  
Shobhana Khandekar  
Kook-Hyang Lee  
Angela E. Nguyen-Dinh  
William Jose Sacriste  
Chetan Shivappa Salian  
Elizabeth K. Saltsman  
Mark S. Scadden  
Robert M. Thompson  
Nathan T. Thurgood  
Amanda E. Tuero  
Jeremy Jon Young

### 2004

Daniel J. Bergantz  
Mitchell Gary England  
Kobia M. Eringo  
Jaret W. Gibson  
Bret B. Gundersen  
Corey Allen Leiseth  
Christopher J. Nagle  
Travis B. Olsen  
Rinehart Lee Peshell  
Todd Allen Petersen  
Rosalynn Renouf  
Erin E. Russell  
David Russell Winters

### 2005

Brianna Jo Bartlett  
Jonathan W. Bowen  
E. Reeder Bramwell  
Ryan P. Bruschke  
Jared A. Christensen  
Adam Jacob Congrove  
Richard B. Dunie  
Donald Leon Hampton, II  
Jonathan H. Jackson  
Alexander Steven Lowe  
Regina Miyojim  
Katie Anne Parson  
Douglas Kent Pell  
Jason Reed Robinson  
Michael Kristopher Skorut

### 2006

Bradley N. Bateman  
Aechana Pyarelal Bhan  
Megan Irene Corrent  
Brady P. Emmett  
J. Ryan Geertsen  
Thomas Charles Knudson  
Christopher Mark Miller  
Jodie L. Noyce  
Brandon Allen Peterson  
Matthew Asher Ross  
Scott Romney Sloan  
Pike Daniel Sowle  
Tory K. Stauffer  
Heather Joy Trecker

### 2007

Eric T. Allen  
Alexander W. Brodil  
Susan Carrion  
Burton J. Flynn  
Michael David Gruenhagen  
Laurie Janssen  
Elisa Hui-Min Hsiu Jenny  
Jordon R. Jones  
Zhongming Ma  
Lee McClure  
Jason B. Moss  
Michael Kent Newman  
Sage Robert Sawyer  
Marc Briggs Semadeni  
Todd M. Shenosky  
Teija L. Springman  
Stephanie L. Steimke  
Alonzo S. Thayn  
Bridger Allen Wilde

### 2008

Blaine Val Bitton  
Steven Brewster\*  
Jonathan Campbell  
Jong Wook Choi  
Gregory Scott Crockett  
Nathan D. Cowley  
Monica Gardner  
Jennifer Dawn Hamelin  
Mohamed Lamine Kokaina  
Matthew John McAfee  
Kara N. Nelson  
Clayton J. Perkins  
Markus A. Schellenberg  
John M. Scott  
Shearlyn Colleen Stubbs  
James Robert Vosburgh  
Mathew Bryant White

\*deceased



Bridger Allen Wilde  
Joshua D. Wyatt

## 2009

Bryce U. Akagi  
Nickolas Boris  
Jason D. Chynoweth  
Samuel L. Clarke  
Kelsey I. Cowley  
Jacalyn R. Daniels  
Catherine Elizabeth Degen  
Jeffery Greg Frischknecht  
Michael C. Fritch  
Victor Bruce Gill  
Bradford Louis Harris  
Lianna Kinard  
John Martin Malfatto  
Sean O. Mills  
Paige Naisbitt  
Hoang H. Nguyen  
William David Park  
Lisa Anne Reese  
Taylor Bryant Safford

## 2010

Bobbi Alexandrova  
Yolanda Ndobé Arrey  
Tuhin Kumar Biswas  
Robert Lewis Carroll  
Blake Warner Draper  
Aaron Henry Dodd  
Antonio J. Furano  
Aric Paul Johnstone  
Mark Scott Larson  
Laurence Anthony Marsh  
Joseph D. Martin  
Michael Jeffrey McLean  
Crystal Ann Millet  
Brian Michel May  
Casey Eugene Moore  
Kara N. Nelson  
Ryan A. Openshaw  
Laryssa Blair Simpson  
Jeffrey Wayne Teran  
Anita T. Young

## 2011

Brent B. Anderson  
Susan M. Balagna  
Kirk Bever  
Molly Ann DeHaan  
Ethan B. Farmer  
Stephanie Taylor Geisler  
Autumn E. Johnson  
Donald E. McCartney  
Travis James McMullin

Scott R. Moss  
Walter J. Plumb, IV  
Sarah K. Ribeiro  
Paul J. Ricks  
Waenphetch Wangkheeree Roll  
Lindsay A. Stahl  
Lauren M. Tarufelli  
David Patrick Turner  
Benjamin Oscar Waller  
Alfredo Antonio Zorrilla

## 2012

Stephanie S. Ballantyne  
Tyler R. Benton  
Crystal Brough  
Douglas Abegg Cartwright  
Timothy C. Cosgrove  
Erik Edwards  
Jiagen Eep  
Kasey Lane Evans  
Charles Christian Fobian  
Richard Evan Gardner  
Michael Edward Hale  
Colleen Ann Heywood  
Marc Aaron Holley  
Allison M. King  
Joseph D. Krainich  
William S. Kuang  
Danny C. Loveland  
Derek Spencer Matsumori  
Melissa McSwain  
Greg Meador  
Seyedrouzbeh Mirhosseini  
Mark Philip Mueller  
Elizabeth K. Olson  
Blake Renee Reynolds  
Ryan D. Smith  
Keith Titus  
Heather Melissa Todd  
Marc Francis Western  
Christine Whipple

## 2013

Kevin Christian Bach  
Jeffrey David Bennion  
William F. Ball  
Jennifer Kelly Calderon  
Ryan D. Campbell  
Joshua Edward Churchtown  
Darren D. Coe  
James Michael Diefenderfer  
Adam Nielsen Driggs  
Jeffrey Philip Ebright  
Jeffrey M. Ehlers  
Matthew Thomas Elggren  
David F. Engel

Quinn G. Fowers  
Ryan Daniel Fretz  
Nicholas Ryan Gause  
Kevin Shane Golding  
Charles Michael Goodman  
Katrina Hagen  
Kimberley Kaye Hanken  
Scott Timothy Hansen  
R. Jeff Higgins  
Kurtis Hart Hilton  
Jeffrey David Hirsch  
Dallin Bryce Homer  
Jason Howell  
Elena A. Igumnova  
Jeannine Nicole Jensen  
Arthur Merrill Jessop  
Lauren Johnson  
Kyle Scott Larson  
Keith E. Leonard  
Susan Toni Mark-Lunde  
Kenneth Chet Madill  
William Brent Mangum  
Dan Tate Matta  
Bryson R. McCleary  
Trevor M. McSwain  
Ani Alice Megerdichian  
Adam Scott Werblin Moses  
Bao C. Nguyen  
Kentaro Okada  
Mitchell Ron Peterson  
Mitchell Ryan Peterson  
Tyler James Romrell  
Austin John Smith  
Colton Porter Spencer  
John Wells Stevens  
Kristy Lynn Swensen  
Daniel Reid Tatum  
Kristine Taylor  
Ryan P. Tucker  
Matthew L. Walcott  
Wade Alan Westergard  
James Joseph Willis  
Samrawit A. Yoseph  
Michael Edward Young

## 2014

Joseph Richard Boyer  
Yijing Cai  
Parker Scott Chapman  
Carmine Charles Genovese  
Lexi Graham  
Yuejiao Huang  
Jesse Allen Johnson  
David Cody Keddington  
Gregory Scott Larsen  
Spencer Frederick Lay

Sean Paul Levesque  
Jason Madsen  
Nicholas Joseph Mazzie  
Thomas Spencer McLean  
David Richard Peterson  
Sarah Schwartz  
Ericka Paige Sieger  
Zachary Robert Sterbens  
Alex Wall  
Whitney Michelle Williams  
Rebekah Marie Winterton





*President David Pershing and Vice President Youngjeen Choe sign an agreement to start a gaming program on the Chung-Ang University campus*



*Accounting Alumni Social*



*National Association of Women MBAs conference*



*Executive MBA visit Kito Corporation in Japan*

*Were*  
**U**  
**There?**  
PHOTOS FROM CAMPUS EVENTS



*Chicago Alumni Network Social at the Chicago Cubs Game*



*Business Scholars student trip to Colorado*



*Games4Health competition*



*Utah Real Estate Challenge winner*



*Student entrepreneurs present to ABC's Shark Tank producers*





*Hall of Fame honoring Todd Pedersen, founder and CEO of Vivint, Inc.*

# Were U There? PHOTOS FROM CAMPUS EVENTS



*Master of Information System Reunion*



*Ogden Alumni Networking Event*



*Lassonde Institute team ready for ABC's Shark Tank*

*Alumni Speaker Series featuring Jim Sheets, CEO of LDS Hospital*



*Connect U Social*



*Business Scholars Innovation presentation*



*Daniels Fund Ethics Initiative competition*





**David Eccles  
School of Business**  
THE UNIVERSITY OF UTAH

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Salt Lake City, UT 84112

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