Touching the world

Hera Siu
UNR business grad among most powerful business women globally
Open the door to banking for professionals. Get a local, experienced banker for all aspects of your financial life—personal and professional, present and future. A single individual, who will earn your trust, and who specializes in managing finances for professionals just like you. *Bring your banking home.*

**YOU CAN HAVE IT ALL WITHOUT DOING IT ALL.**

---

**NEVADA STATE BANK**

PROFESSIONAL BANKING

53 years in Nevada. 50 branches statewide.

nsbank.com | 1.855.824.DOOR

MEMBER FDIC
A year of innovation and growth, the last twelve months were transformative for the College of Business.

Perhaps one of the most significant developments was the support shown the College by Charles N. Mathewson and the Charles and Ruth Hopping Foundation in each establishing a professorship in entrepreneurship to help kick start our ongoing efforts to build a world class program. Such professorship are critical to the advancement of the College. Our curriculum in entrepreneurship educates our students in how to successfully start and build their own businesses. They also have the chance to compete in the university wide Rick and Susan Sontag Entrepreneurship Competition.

Innovation in technology supports our growing Online Executive MBA program that doubled its enrollment in its second year and garnered recognition in US News and World Report’s review of online business programs. The current class includes students from around the world and from across Nevada.

Our Corporate Partner’s Program is a great win-win success as we join with many of Nevada's highest profile companies to bring business and industry to the learning experience through internships and program support and advice. New offices for Career Connections and Corporate Relations provide critical personnel and space to enhance the interactions between our students and business.

International programs continue to grow and add to the College’s reputation. Summer programs for Nevada students in London, New York and Toronto as well as exchange agreements with universities and colleges in China, Germany and Mexico have proven successful in expanding the globalization initiative of the College of Business.

TEDxUniversityofNevada originated under the direction of Associate Professor of Management, Bret Simmons. With a team from the city and university, the program represented northern Nevada's first experience in this popular global education and outreach venue. The 2013 program was recognized with the Economic Development Association of Western Nevada New Entrepreneurial Activity of the Year Award and the Reno Tahoe American Marketing Association Public Relations ACE Award. The 2014 program in January promises to be even bigger and better.

These programs are evidence of our commitment to enhancing the College’s international reputation and competitiveness. Our alumni benefit as a result and can do their part. Pass it on, support the College of Business and University and hire Nevada grads.

Sincerely,

Gregory C. Mosier
Dean and Distinguished International Professor

Greetings Alumni and Friends!

As President of the College of Business Alumni Association, I am pleased to present you with the second annual issue of the College of Business Alumni Association magazine, N Business.

This magazine was created to support the mission of the Association, which is to enrich the lives of the alumni and friends of the college by helping them establish lifelong meaningful and valued relationships with the College of Business and each other.

The magazine was conceived in order to keep you informed and connected to the College and celebrate the successes and milestones of the fellow alumni. In upcoming issues we would like to publish news about you! For example: Are you newly married? New baby? Job promotion, recognition, and other life changes you think worth mentioning? Email Cobaa@unr.edu.

I encourage each and every one of you to get involved with the College to some extent! The College of Business Alumni Association offers many opportunities and ways for you to get involved. For more information, please visit www.unr.edu/business/alumni-and-giving.

Thank you for your support of the College of Business Alumni Association. I look forward to sharing with you the legacy you helped build.

Best Regards,

Anthony Puckett
President,
College of Business Alumni Association
Hera Siu, a respected visionary in the telecommunications industry, is a powerful speaker at global conferences, and a treasured confidant in quiet settings.
Hera Siu takes a long, strategic view into the future from her office as senior vice president with SAP China. 

But even as she helps establish strategic goals for the business software giant in one of the world’s most dynamic markets, Siu continues to draw on lessons she learned more than three decades ago in the College of Business.

“UNR taught me how to do problem-solving,” she says. “That’s the skill we all should get from college.”

It’s a skill she has put to use in a career that’s led from an internship at Harrah’s in downtown Reno to multiple recognitions of Siu as one of the most powerful businesswomen in China — even the world.

Siu, who’d grown up in Hong Kong, didn’t know much about UNR or northern Nevada when she arrived on campus in 1977. In fact, she says with a laugh, she’d chosen to attend college at UNR mostly because Bernard Kwok, her boyfriend at the time and now her husband, was studying electrical engineering at UNR.

Quickly overcoming the culture shock at finding casinos within a few blocks of the university campus, Siu began taking business classes — her undergraduate degree is in managerial science — even as she improved her skills in English.

“Being a foreign student who didn’t know the language, that was really a chore,” Siu says.

On the other hand, classroom work in a second language required disciplined thinking, particularly as Siu stepped forward to take a larger role in classroom discussions and presentations in the last two years of her undergraduate studies.

Teachers were accessible and made time for her. The late Bill Eadington opened Siu’s mind to the possibilities of economics; Nazir Ansari’s classes helped establish management skills that have lasted a career.

And Ansari represented to Siu the diversity that brought strength to the College of Business faculty.

After completion of her undergraduate studies in 1982, Siu moved directly into an MBA program. She earned her master’s degree in 1984.

She worked at an internship at Harrah’s and an early-career job at Sierra Pacific Power, and listened in fascination as Kwok — who also completed an MBA in 1984 — talked about his work in telecommunications.

The cutting-edge technology at the time? The fax machine.

Moving with Kwok to North Carolina, Siu decided to stake her position in the telecommunications sector and took a job at Northern Telecom.

“I fell in love with the telecommunications business,” she says.

And the telecommunications industry fell in love with Siu. Building on her experience with Northern Telecom, she moved to management positions with Pacific Century Cyberworks (a company previously known as Hong Kong Telecommunications).

From there, her leadership skills, her background in international business and her understanding of the Chinese business environment led to executive-level positions with Computer Associates China and a position as vice president and general manager with Nokia Telecommunications in China.

At Nokia, she oversaw a manufacturing joint venture in China, took responsibility for operations and managed relationships with joint-venture partners.

SAP wooed her away from Nokia in 2010, and Siu oversaw rapid sales growth in China for the German-based software giant.

She brought a disciplined approach to the work: Establish sales goals, determine a go-to-market approach, make sure skilled people are in place, execute sales and
marketing efforts, ensure that customers continue to receive excellent service after the sale closed.

Her performance as the leader of a team of 600 people that spearheaded execution of that strategy didn’t go unnoticed.

Fortune Global listed her as one of the 50 most powerful business women in the world. She was named a leader of the Chinese information industry and named as a leader in brand-building in China. China.org repeatedly named her to its list of the 25 most powerful businesswomen in China.

And at UNR, she received the 2011 Nevada Alumni Association award for the College of Business.

(With her husband, who is senior vice president of Symantec and president of the company’s Asia Pacific and Japan operations, Siu created the Bernard Kwok & Hera Siu Scholar Leader Scholarship Endowment for College of Business students interested in international business and the Asia-Pacific region.)

Earlier this year, Siu stepped away from some of her operational responsibilities with SAP to devote more time to long-term strategic planning about the company’s business in China.

What advice does she give to business students today? In her well-organized fashion, Siu ticks off three:

- “Be a sponge.” Take as many classes as possible in a wide variety of academic disciplines, particularly in the first years of college. In your career, you never know how you will put to use the knowledge you gain today.

- “You need to know who you are.” As you gain in knowledge of yourself, you will be able to build a course through life that’s right for you. And only you can know what is truly right for yourself.

- “Really be vocal.” Get your opinions heard. If you have an opinion, voice it.

Not long ago, the World Economic Forum — organizers of the famed annual forums at Davos in Switzerland — praised Siu as a forward-thinker with a profound understanding of new business models and the technology that drives them.

The woman once known as the quiet smart girl in UNR business classes has gone a long way.
Dan Barnett wasn’t a specialist during his days as a business student at the UNR — not in finance, not in management, not in marketing. He simply found it too hard to pick a favorite.

“I was a business guy,” says Barnett. “I liked every aspect of business.”

And he put every aspect of business to work in a career that led him to top executive positions with big companies such as Nestle, Pillsbury, Weyerhauer and Constellation Brands.

After a stint as chief operating officer of Vistage International, the world’s leading membership organization for CEOs, Barnett today works in Incline Village as chief executive officer and owner of The Primavera Company, a small real estate and natural gas company with operations in three states.

He also travels widely as a consultant and speaker, and returned to the UNR campus as keynote speaker of the 2013 Honors and Awards Banquet for the College of Business.

Barnett today is recognized internationally — he visits regularly with CNBC, Bloomberg and the Wall Street Journal — but he was anything but worldly when he showed up on the UNR campus in 1968 after graduation from high school in Yerington.

“For me, going to UNR was going to the big city,” he remembers.

After trying out a couple of major fields of study that didn’t fit, Barnett discovered business.

“Once I landed on business, it was so right,” he says. “I liked every class I took. It was fantastic for me.”

Working his way through school with work-study jobs — he washed petri dishes in a biology lab for a while — Barnett graduated from UNR in 1972.

Wanting a taste of an even bigger city, he headed to the University of Maryland in the Washington, D.C., suburb of College Park to complete his master’s degree in business.

There, he specialized in marketing and fine-tuned the skills that led him to become president of Pillsbury’s Van de Kamp Frozen Fish business at age 35 — the youngest officer in the history of the company.

Speaking at the Honors and Award Banquet, and as he visits informally with top executives and students of business around the world, Barnett shares five themes:
• It’s your people who create your success. “The sooner you understand that at a gut level, the better it’s going to be.”

• Stay authentic — a value Nevadans learn naturally. “You can’t be too full of yourself here,” he says. “People won’t put up with it.”

• “If you want to grow as a leader, you want to grow as a person.” Leaders aren’t judged by the details on their resumes. Rather, they are judged by who they are as a human being.

• “If you make a mistake, you want to tell your people.” Share your learning experiences. Let your team know that it’s OK to make a mistake.

• Stay focused on the key elements of your organization, the work that matters most to its success. Every business has a make-or-break element. This concept is so important, in fact, that Barnett chose it as the trademarked name of his speaking and consulting business — “Make or Break Execution.”
Enrollment in the University of Nevada, Reno College of Business executive online master in business administration program has risen more than 280 percent since the program was launched in August of 2011.

Thirteen students enrolled in the initial cohort in August of 2011 — students who will be amongst the EMBA’s first graduating class this August. Enrollment doubled the following year, with 26 students pursuing their online master’s in business degree. This year, the cohort that starts in August already has more than 50 applicants, says Dr. Kambiz Raffiee, Director of MBA Programs.

Applications are coming from students in many different parts of the United States, including Nevada, Washington, Oregon, Arizona, California and New York, but the College of Business also has taken applications from Australia, Dubai and Sweden.

“The reason we started this program was to provide access to students who either due to scheduling reasons or location constraints could not attend the on-campus part-time evening MBA program,” Raffiee says. “This program was designed for professionals with significant high-level experience. The main motivation for us is to have a high-quality program as far as accessibility and teaching, and these are precisely why the program has the reputation that it already has.”

Raffiee also notes that the top professors from the University of Nevada, Reno College of Business are instructing classes offered through the EMBA program. The EMBA program in January was ranked 55th out of more than 220 institutions in U.S. News and World Report’s annual ranking of the top online MBA programs.

“This is a significant achievement for the program given the fact that we are only in the third year of the program,” Raffiee says.

The College of Business EMBA program is a cohort-based program consisting of 12 online courses divided into two groups. Students take six courses in their first year of study and take the remaining six in their second year of the program. The EMBA program has full accreditation from the Association to Advance Collegiate Schools of Business (AACSB), the highest level of business accreditation attainable in business education.

Several years of planning before launching the EMBA program in 2011 has helped it on the fast track to success and national recognition, Raffiee says.

“It is no surprise why the program is moving forward significantly with such a high increase in demand. We made sure we did our homework in terms of planning the program. We spent about two years examining other comparable online MBA programs and made sure that in terms of resources we were fully prepared for implementation of the program.”

Feedback from students, faculty, corporate partners, alumni and the College of Business since the program kicked off two years ago has led to new ideas and minor improvements as well.

As enrollment in the EMBA program continues to grow, the College of Business is well positioned to handle growth and respond to any additional changes that may be needed.

“One of the reasons we were sure the program would work is we are prepared to respond to lessons learned from current students, and we will make sure that as the program grows there will not be any quality compromised in any aspect,” Raffiee says. “The reality is that we have to be responsive to the marketplace and provide a high-quality program to ensure it remains successful and sustainable.”

The College of Business EMBA program is now accepting applications for the fall 2014 cohort. Information can be found on the program’s website, www.emba.unr.edu or by speaking with Dr. Raffiee directly at 775-682-9142. His email address is raffiee@unr.edu.
The William R. Eadington Memorial Scholarship Endowment has been established by the Department of Economics on behalf of colleagues, former students and friends of the late Bill Eadington, who passed away on Feb. 11 after a struggle with pancreatic cancer. The scholarship will be awarded to an undergraduate or graduate student studying economics.

Eadington first began teaching at the University in 1969 and was the founder of the Institute for the Study of Gambling and Commercial Gaming and the world’s most respected scholar in the application of economics to the industry. He served as the organizer of the University’s ongoing triennial International Conferences on Gambling and Risk Taking, and was founder and co-moderator of the annual Executive Development Program for Senior Level Casino Executives.

In 1990, he was awarded a Foundation Professorship at the University, and since 2004, he held the Philip G. Satre Chair of Gaming Studies at the University.

“Bill was a great colleague to all of us in the College of Business,” said College of Business Dean Greg Mosier. “He was absolutely the best scholar in the world in his field of the economics and regulation of gaming. We will all remember him for his intellect, contributions to the University of Nevada, Reno and civility and devotion to his family and friends.”

Eadington received many honors over his career, including induction into the American Gaming Association’s Hall of Fame in November 2011, the highest honor conferred by the gaming industry. Previous inductees include Phil Satre, Steve Wynn, William Harrah and Bill Pennington.

In July 2012, Eadington was recognized by The National Council on Problem Gambling for his lifetime of work addressing problem gambling. He wrote extensively on issues relating to the economic and social impacts of the industry. He authored several books, including The Downside: Problem and Pathological Gambling and Gambling: Public Policies and the Social Sciences.

To learn more about supporting the Bill Eadington Scholarship, please contact Mitch Klaich, director of development, (775) 682-6490 or mklaich@unr.edu.
Fossil, the Dallas-based apparel and accessory manufacturer, learned a valuable and expensive lesson when it first entered the Canadian marketplace—instructions and descriptions for its watches and other goods needed to be written in both English and French to serve Canada’s bilingual population.

Students studying international business at the College of Business are learning how American and foreign companies do business on a global scale through such first-hand examples as part of the college’s International Business Program.

Students travel to London, Toronto or New York to get their feet on the ground in cities where the pace of international business can be lightning fast. Students meet with business leaders, study cultural impacts of business and leadership and expand their understanding of how business operations in different countries are different from U.S.-based corporations.

Jim McClenahan, director of corporate outreach for the College of Business, says in the past six years more than 200 students have undertaken the experience in order to gain a clearer understanding of both business travel and global business. This year alone 48 students signed up for the experience, with many visiting each of the three cities.

“Being able to understand directly from people who have experienced challenges in global business is one of the primary advantages of the program. For many of our students, it’s the first time they have traveled internationally,” McClenahan says. “And if they are learning global business, it’s one thing to learn in the classroom but entirely another to be out on the street in a foreign country meeting with business leaders. That takes it to a whole new level.”

Students are given the choice of which city to visit, though London tops the list for many students. In addition to normal tuition and fees for the International Business program, students pay an additional $2,000 plus airfare to visit Toronto or New York, or $2,800 plus airfare to visit London. Students stay in dormitories of local universities and meet with business executives in each city.

The courses, which consist of two weeks of online study and a one-week residency, count for three credits, or nine total if students do all three residency programs. The programs are offered back-to-back so students can attend multiple programs.

They also provide a crash-course in business travel: Students are given directions to their locations, but it’s on their own shoulders to get to those destinations, much
like they would be when visiting a foreign country on a business trip. Greg Mosier, dean of the College of Business, accompanies students in Toronto and London, while Jim Sundali, associate professor of strategic management, handles the New York trip. McClenahan also is aboard on each trip to help with logistics.

The International Program trips are open to undergraduates at UNR. A key element of the program, McClenahan says, is that they provide a taste of travel and introductions into foreign cities.

“It is the power of being on the ground and getting the opportunity to talk to business leaders in different industries and to understand how doing business is different in other countries,” he says. “You get to hang out in really cool cities, take great classes, learn a lot before getting there and when you go get there you get to experience everything you have been learning online. You get to taste, touch and feel what you have been working. It is really a great model.”

The Toronto class in front of Victoria College building at the University of Toronto.
McClenahan Connects Students, Business Community

As Director of Corporate Relations and Outreach for the University of Nevada, Reno College of Business, Jim McClenahan serves as the bridge between students and the business community in northern Nevada.

McClenahan in February was named to his new post after spending six years working as director of management and executive programs for the university’s Extended Studies program, where he oversaw noncredit, professional development, social media, human resources and gaming management programs. He also helped create and implement educational programs geared toward individual businesses and industries to meet specific workforce needs.

As Director of Corporate Relations and Outreach one of McClenahan’s main goals is to help students advance their careers by linking them with leaders in the business community.

“I am primarily a connector,” McClenahan says. “We help prepare both undergraduate and graduate students for new careers and potential job changes, and we work with corporate partners to create value for them through student-focused events, recruiting, speaking opportunities and integration into curriculum.”

“I’m excited about this opportunity to create even more connections between the College and the local business community,” McClenahan adds. “I look forward to continuing the outstanding relationships we have with our corporate partners and others in the community, as well as finding new ways for our college and our students to collaborate with business and industry in our state.”

Another primary aspect of his new role is working within the business community to ensure that regional firms take advantage of all the College of Business has to offer, such as student internships and employment, research opportunities, developing short courses to bring employees up to speed, or to provide information on the college’s MBA and EMBA programs.

McClenahan continues to administer the Nevada Global Business Program, which gives graduate and undergraduate students who are studying international business first-hand experience in large metropolitan cities, including London, Toronto and New York. He also teaches marketing to students enrolled in the Executive MBA program.

Greg Mosier, dean of the College of Business, says McClenahan is an important addition to the College of Business staff.

“Jim has done an outstanding job for the business community and the university for the past six years,” Mosier says. “We partnered with him on several successful programs in the past, and I am delighted to have him officially come on board. Jim always seems to find ways to create win-win partnerships that benefit all those involved.”

McClenahan completed his MBA at UNR in 2006. Prior to working for the university, McClenahan worked in management for private-sector firms. He was named chair-elect to The Chamber after serving as its treasurer for four years. McClenahan also holds positions on the boards of the Economic Development Authority of Western Nevada and Western Industrial Nevada, and he is president of the Pastoral Council at St. Albert the Great Catholic Church.

Klaich Named Director of Development, Alumni Relations

The College of Business at the University of Nevada, Reno welcomes Mitch Klaich as the Director of Development & Alumni Relations. Mitch is a 2002 graduate of the College of Business, where he earned his bachelor’s degree in marketing.

Prior to accepting a position in the College of Business, Mitch spent six years working in fundraising for the University of Nevada, Reno, Foundation. Mitch has a strong interest in planned giving and estate planning. Mitch has held a variety of positions on campus, most recently as the Director of Development in the College of Education for the past four years. Mitch has worked on many significant endowed gifts and annual gifts which have helped support students and programs in both the College of Business and the College of Education.

After graduating from the University, Mitch was a member of the Reno-Sparks Association of Realtors from 2001-2010. Mitch specialized in residential real estate and multi-family income-producing properties. He has a strong background in marketing, sales, communications, and customer service.

Mitch is a third-generation Nevadan with deep roots in the community. Mitch is married to Alicia Klaich, a 2003 UNR graduate in education and a fourth grade teacher at Smithridge Elementary School. They are the proud parents of Madelyne Erin and Aubrey Ryan.

To find out more information about how you can support the students and programs in the College of Business, contact Mitch Klaich at (775) 682-6490 or email him at mklaich@unr.edu.
Why choose the Online Executive MBA from the University of Nevada, Reno?

- Faculty from one of the top part-time MBAs in the U.S.
- Convenient online format
- Competitively priced

Earn your EMBA online from one of the best business schools in the country — our part-time MBA program was ranked No. 4 in the nation by Bloomberg Businessweek.

Apply today at www.emba.unr.edu
Efforts to build the entrepreneurial skills of UNR students are becoming increasingly sophisticated. Faculty, administrators and students in the College of Business are combining generous gifts from alumni, creative initiatives by student groups and focused development of classroom and community programs to plant the seeds of new companies.

And they’re nurturing each stage of the entrepreneurial process, everything from the creative imagining of new products and new services to the development of highly detailed business plans that are ready to leap to life.

Among the results: Three teams of graduate students from UNR, each of them led by a College of Business student, took the top three places in the 2013 Donald W. Reynolds Governor’s Cup Collegiate Business Plan Competition. The annual competition is open to every college student in Nevada.

EscaZyme Biochemicals LLC, which uses research from UNR’s Department of Biochemistry and Molecular Biology to develop pest-control chemicals, took the $25,000 first prize in the Governor’s Cup. MBA student Jennifer Ott led the team.

DataBeam Inc. took the $15,000 second prize with a patented system to store electronic information at the molecular level. MBA student Travis Anderson led that team.

ElectroVentures Inc., which markets clothing and accessories to the electronic dance music sector, took the $10,000 third-place award. River Jangda, a marketing student, was captain of ElectroVentures.

The strong performance in that competition for fully developed business plans reflects, in part, the growing impact of the Sontag Entrepreneurship Competition, funded by a $1 million gift from alumnus Rick Sontag in 2011.

The competition, which carries a $50,000 prize, was won by EscaZyme Biochemicals LLC this spring. ElectroVentures won a $5,000 second prize provided by Monroe-Schuler Foundation.

During the 2012-2013 academic year, the second in which the Sontag Entrepreneurship Competition was conducted, the College of Business sharpened its focus.

David Croasdell, Charles and Ruth Hopping Professor of Entrepreneurship and director of the Sontag competition, says much of the development of entrants into the competition occurred during the fall semester, giving them additional time to prepare for statewide and regional business-plan events in the spring.
The competition drew an initial field of 41 entrants, and 24 of them completed plans. Each of the five finalists received $1,000 through the Monroe-Schuler Foundation to prove their concepts, validate their markets and build prototypes before the final competition. At the same time, they received feedback and mentoring from northern Nevada entrepreneurs. More than 30 reviewed plans and served as judges. “The community really stepped up,” says Croasdell. The College of Business is looking to further strengthen those mentor relationships as one of its primary goals for the Sontag Entrepreneurship Competition in the 2013-2014 academic year.

The first very steps of entrepreneurship — the creation of a promising idea — is getting increased attention too. “Pack Pitch,” a competition created by the Entrepreneurship Club at UNR, encourages students to come up with an idea and develop a three-minute pitch — no PowerPoint allowed — to sell the concept. From a field of more than 20 preliminary entrants, six finalists were selected to polish their ideas into five-minute pitches.

The winner was Quinn Croasdell, whose idea is based on an electronic collar that can be attached to golf clubs, baseball bats and tennis rackets to provide performance feedback to the user. The nurturing of young entrepreneurs is spurred by an environment that has won strong financial support from friends and alumni of the university. Philanthropist Charles N. Mathewson in 2012 provided a $1 million gift to create the Charles N. Mathewson Endowed Professorship in Entrepreneurship and lend additional support to expand the Entrepreneurship Program in the College of Business.

Mathewson, who describes himself as a “born entrepreneur,” served as chairman, president and chief executive officer of International Game Technology. The Hopping Endowed Professorship in Entrepreneurship, meanwhile, is funded by a gift from the Charles and Ruth Hopping Foundation. The late Charles Hopping developed innovations for the carpet-installation industry in his work with the Roberts Company in Southern California. The couple retired and moved to Reno in 1962, where they became longtime supporters of the university.
ENTREPRENEURSHIP CLASSES HELP BUILD A BRIDGE TO GRADUATION

By Winnie M. Dowling

Washoe County’s graduation rate is 65 percent overall but only about 50 percent of Hispanic students in our diverse region graduate from high school. Could exploring entrepreneurship motivate young students to stay in school and show them that studying at the University of Nevada, Reno is within reach?

Business 104 is a one-credit summer class offered to eighth graders and early high school students in Washoe County. The class, in its third year, is funded by the Thelma B. and Thomas P. Hart Foundation and is coordinated and taught through the Nevada Small Business Development Center in the College of Business. Washoe County School District also partners by identifying students for the class who have traditionally been at risk of dropping out of school.

The class is part of the University of Nevada, Reno Imagine 2020 Initiative and is led by project manager Marcel Fernando Schaerer ’84 (economics), ’89M.S. (economics). In addition to the Thelma B. and Thomas P. Hart Foundation, Imagine 2020 supporters include the Wells Fargo Foundation and AT&T Services, Inc.

Over three weeks, guest speakers discuss entrepreneurship and what is required to take a business idea to market. Students complete hands-on activities to showcase their own unique ideas. The students learn how a business operates and the basic components of a marketing plan. In 2012, the class worked with Port of Subs, an ongoing program partner, on an exercise where groups also presented their own ideas on how to better target the Hispanic population for the sandwich franchisor.

“The goal of this class is to show that learning can be fun as well as profitable,” Schaerer says. “It’s important to show students how to plan and why they should stay in school.”

Cristal Hererra ’12 (information systems), ’13 (accounting), a College of Business graduate and student mentor for the class, said the students have demonstrated the determination and dedication they need to achieve their goals.

“I have kept in contact with a few students who took this class, and it’s astounding to see how many of them are attending a community college or university and making a difference in our community,” Hererra says. “These high school students are our future; we need to do anything in our power to prepare them for the real world. Let me tell you, our future is bright.”
For the second year in a row, seniors at the College of Business won the Society for Human Resource Management Pacific West Regional Case Competition.

The team received $2,500 in prize money, and the students received complimentary registration to SHRM’s annual conference in Chicago, where they were recognized as one of the five team winners from each region in the country.

Their fees also were covered when they took the SHRM national certification exam after graduation.

Coached by Yvonne Stedham, professor of management, and Linda Barrenchea, instructor in the Department of Managerial Sciences, the winning team members were Tessa Duckett, Eduardo Iniguez, Kevin Kirkeby and Courtney Smith. They competed against eight teams from the West.

“We really had a wide variety of experience on the team,” Stedham said. “It was interesting for us as advisers to see the dynamics of this year’s presentation. The team was very professional, very calm and they acted like a real consulting team making a proposal to get the contract from the interviewers.”

The competition was based upon a case given to each team from the hospitality industry. The student teams had four hours to analyze the case, prepare a two-page written executive summary with their analysis and recommendations and prepare a 15-minute oral PowerPoint presentation.

In preparation for the competition, the students had enrolled in a semester of independent study with Barrenchea that covered six SHRM certification modules: strategic human resource management, staffing and planning, training and development, compensation, labor relations, and safety and benefits.

“This class really prepares them for the competition and the certification exam,” Barrenchea said. “It’s a grueling semester.”

She added, “To have a team win again this year is really exciting. It validates that we’re doing the right things for the students, and we have the ability to help them be successful in this area.”

The students received funding from the Northern Nevada Human Resources Association, the SHRM State Council, Associated Students of the University of Nevada and the College of Business alumni chapter to cover the costs of the competition.
The Management and Human Resources Association student group at UNR won the Superior Merit Award from the Society of Human Resources Management, an international professional association.

It is awarded to student chapters that demonstrate leadership, service and commitment to the management and human resources professions, said Linda Barrenchea, an instructor in the Department of Managerial Sciences who serves as the faculty advisor of the group.

In the past, the UNR group has won Merit Awards, but Barrenchea said the group hasn’t won the Superior Merit Award in recent memory.

“I am particularly proud of the students, as this award bridged two groups of officers demonstrating their ability to continue the excellent work from one leadership group to the next,” Barrenchea said. “This is another validation that we truly have exceptional students in the College of Business.”

College of Business students played key roles in an Integrated Marketing Communications team that won regional honors in the National Student Advertising Competition.

The 25-member UNR team, which also included students from The Reynolds School of Journalism, took top honors in a regional competition that also included California State University, Fresno; San Jose State University; University of California, Berkeley; and the University of San Francisco,

This year’s competition required teams to create a marketing communications plan for Glidden paint. Students spent months researching the product and its competition, identifying potential problems and developing an integrated marketing communications campaign for the client. Each student team then pitched its campaign to a panel of judges.

Through the past 14 years, UNR teams have won seven regional titles, placed among the top ten in the national competition three times and were the national champions in 2003.
Business students will benefit for many years as generous individual and corporate donors provided gifts for new scholarships, new awards and new endowed chairs in the College of Business.

Among recent gifts:
- **International Game Technology**, a premier gaming technology corporation established the IGT Scholarship in Business.
  The scholarship will assist two business students each year, and recipients will also receive consideration for internship opportunities at IGT.
- **Sierra Pacific Securities**, meanwhile, established an annual scholarship for junior or senior undergraduates studying finance at the College of Business.
- **Wayne Frediani ’72** (management) has made a gift to the athletics department to establish the Wayne A. Frediani Scholarship Endowment, which will be presented annually to a male or female student-athlete pursuing a degree in the College of Business. The scholarship will be first awarded during the 2014-15 academic year.

Frediani is the executive director of the Nevada Franchised Auto Dealers Association and has been a Wolf Pack donor and season ticketholder for 36 years.

**Bob and Joanne Ryan ’10** (MBA) have established the Joanne and Robert Ryan MBA Teaching Excellence Award Endowment.

Joanne Ryan is a group manager at Microsoft Licensing in Reno. Her husband is a patent and intellectual property attorney and partner at Holland & Hart in Reno and teaches the intellectual property management class in the University’s MBA program.

**Don Jenkins ’72** (marketing) has established an endowment to benefit the College of Business. The Don B. Jenkins Endowment will provide resources to foster the study of all aspects of the lending business and its applications within other disciplines, as well as assist students seeking career opportunities in the lending field.

Jane Bessette helped and inspired hundreds of students during her 17-year career at UNR.

Even though she retired in the middle of 2013, Jane’s legacy will continue to help and inspire students for years to come.

Contributions to the Jane Bessette Scholarship Fund set up by the Business Student Council will keep her dedication and contributions to the College of Business alive, while also recognizing a new generation of students who are working to make the College a better place.

Recipients of the Jane Bessette Scholarship will be selected from business students who are involved in a leadership role in at least one business-student organization. Preference will be given to applicants who also have other community involvement.

Jane Bessette’s career at UNR included 11 years as Director of Career Connections for the College of Business.

She was an invaluable resource for students in career services, going above and beyond to provide students with professional opportunities like a career module as part of a required management class, the All Majors Career and Internship Fair, mock interviews, résumé critiques, networking events, a Corporate Partner program for the College of Business, and much more.

She also was the advisor for the Business Student Council, and served as friend and mentor to many students.
Barely more than four months after the inaugural TEDxUniversityofNevada event, more than 305,000 people worldwide had gone to YouTube to see video of the event.

In fact, one segment of the TEDx event at UNR ranked among the 40 most-viewed videos — ever — on the TEDx channel on YouTube.

Even more remarkable: The talk that drew worldwide attention to Reno was delivered by a 13-year-old, Logan LaPlante of Reno, who talked about the “hackschooling” approach he’s taking to his education. (The video is at http://www.tedxuniversityofnevada.org/portfolio-item/logan-laplante/)

“It was a big success, bigger than we expected,” says Bret Simmons, an associate professor in the College of Business who holds the license for TEDxUniversityofNevada.

But with great successes come great challenges. “Next year, we clearly need to raise the bar,” says Simmons, who is deep into planning the local, independently organized conference on Jan. 24, 2014, in the theater of the Joe Crowley Student Union.

The organizers are arranging for presentations by speakers from across the nation as well as the local community — including university faculty, staff and students — at TEDxUniversityofNevada as anchors of a day-long program that challenges the audience with ideas from leading thinkers.

Limited by the license with TED to a live audience of 100 people for the initial event, the core team of about 20 organizers this year will look to fill 200 seats.

And, Simmons says the already top-notch video and audio recording of last year’s event likely will be improved further in 2014.

Why do Simmons and the organizers put a year of work into a one-day event?

“We do it because it’s a good thing to do for the university, a good thing for the community and a good thing for the College of Business,” Simmons says.
What do an 11-year-old DJ and a cake baker have in common? They’re both expanding their businesses with the help of the Business Success Center in Las Vegas, managed by the Nevada Small Business Center and funded by the City of Las Vegas, the University of Nevada, Reno, and grants from the Small Business Administration.

The center, housed in the Urban Chamber of Commerce’s business incubator in West Las Vegas, recently celebrated its one-year anniversary after sending a request for proposal to revamp its operations in the area.

“We needed to strengthen what we were doing in Las Vegas,” says Sam Males, state director of the Nevada SBDC in the College of Business at UNR.

The business center, like Nevada SBDC’s 10 other offices throughout the state, offers services such as research, counseling, training and financing help for start-up businesses. It’s staffed by three full-time advisors and four to five student interns from the College of Southern Nevada.

“Students are an integral part,” says Males. “They do work and research for the clients.”

Those clients include an eclectic group of small businesses, says Males, including a group of students marketing unique backpacks for young kids to DJ Babychino, real name Ri-yan Dolan, an 11-year-old entrepreneur who might use one of those backpacks for the music equipment used in his business.

How did DJBabychino, who plays local proms and graduation parties as well as opens for Kid Rock at the House of Blues, find out about the business center?

“One of the people who hired him told him about it,” says Males.

The center also assists more conventional start-ups, including Sweet Lucy’s Confections, a specialty cake maker or atelier owned and operated by Michelle Osborne, a graduate of The Institute of Culinary Education in Culinary Arts in New York City who landed in Las Vegas to attend CSN’s pastry arts program.

Alumni are encouraged to participate in many of the events. Contact Jim McClanahan at 775-784-4852 or jmclanahan@unr.edu for more information on how to participate.

9/20    Biz Talk Blender
9/23-26  Business Week
9/24    Career Exploration
         Round tables
9/25    Volunteer Fair
9/26    LinkedIn Workshop – 15 Minutes a Day
9/26    COBAA Member Mixer
9/26    CEO Speaker
9/27    Economics Forum
10/4    Meet the Firms
10/11   Biz Talk Blender
10/16   Prepare for the Fair/ Competitive Edge
10/21-26 Homecoming Week
10/21   Interviewing Skills Panel
10/22   Interviewing Skills Panel
10/30   Career Fair Networking Event
10/31   All Majors Career & Internship Fair
1/24/14 TEDxUniversityofNevada
3/17-21 UNR Spring Break
3/27    Prepare for the Fair/ Competitive Edge
4/2     Career Fair Networking Event
4/3     All Majors Career & Internship Fair
5/8/14   COBAA 23rd Annual Golf Tournament
The Business Environmental Program at the University of Nevada, Reno’s College of Business isn’t just for manufacturers navigating the byzantine permitting process.

Any business, big or small and in any industry, can turn to the program for free advice and assistance on environmental issues ranging from hazardous waste disposal to choosing the best light bulb.

“We get funding from the NDEP (Nevada Division of Environmental Protection) to be a neutral third party for businesses to ask questions,” says Chris Lynch, BEP director. “We are free and confidential so a business can ask questions about permitting or compliance without worrying an inspector is going to show up the next day.”

But the program does a lot more than that, especially in the last few years, says Lynch, when more businesses are looking for ways to reduce their environmental footprint.

“We’ve seen an increase in interest in energy efficiency and then, after that, talking about going off the grid with small-scale solar or wind,” says Lynch.

The program has nine full-time staff, two in Las Vegas and seven in Reno, consisting of policy experts and scientists who respond to up 800 phone calls and e-mails and visit up to 200 businesses annually.

BEP works closely with local economic development groups such as the Economic Development Authority of Western Nevada and Northern Nevada Development Authority to help companies relocate to the area.

Although it works with a range of businesses, Lynch says the program’s primary mission is to help small businesses that can’t afford their own consultants and research, particularly in the convoluted world of regulations and compliance, where permitting requirements can span city, county and state agencies.

“It’s nice being a part of an economic development group working with businesses in the start-up phase,” says Lynch. “We make sure they dot the Is and cross the Ts because we understand the process.”
The Nevada Small Business Development Center is in its fifth busy year reaching out to the state’s fastest-growing population.

Hispanic Initiative Imagine 2020, launched in 2009, provides assistance and education to Hispanic-operated businesses throughout Nevada.

“We wanted to focus on changing demographics,” says Marcel Fernando Schaerer, director of the NSBDC program. “We felt the university could do more.”

Schaerer says Hispanics now account for about a quarter of the state’s population — between 25-28 percent in Washoe County, for example, and as high as 40 percent in North Las Vegas.

The initiative has four goals: promote entrepreneurial activity, interact with and meet the needs of Hispanic businesses and workforce, support research into Hispanic-run endeavors and continue to raise money to support its mission.

In June, for example, the program was conducting one of its Entrepreneurship in the Classroom courses in Washoe County, a two-week class that introduces high school students to the world of business.

“This is for them to brainstorm and discover this whole area of entrepreneurship,” says Schaerer. “We give them a flavor of the university environment and something fun to do.”

In the first half of 2013, the program held NxLevel for Entrepreneurs, a 13-week class for starting or expanding new businesses, taught in Spanish in Reno, Las Vegas and Carson City. Also, 10 Nevada companies were identified for international trade through the La IdEA partnership with Tec of Monterrey - Chihuahua campus. And the Latino Business Survey to assess the needs of Hispanic businesses in northern Nevada, developed by The Chamber and Nevada SBDC, was distributed in May.

The program emphasizes outreach and routinely meets with Hispanic businesses, including 17 in Las Vegas and nine in Reno/Sparks in the first quarter.

The initiative’s many activities as well as articles, blogs and other information are available at its comprehensive web site, http://www.hispanicbusinessnevada.com.
Marvin “Dick” Gilbert — Professional Achievement, ’49 (economics)

Dick Gilbert attended the University and graduated in 1949 with a degree in economics, which would serve him well in his career as an accountant. After college, Dick served in the Korean War, and upon his return he married Kathleen McCormack. Dick graduated from Stanford with an MBA in 1955 and went on to establish his own accounting firm. The firm was later bought from him by Ernst & Young where he remained as the Managing Partner. Dick is now retired and currently serves on the board of the Bretzlaff Foundation. Dick has established five endowments honoring his family, including the Dick and Hank Gilbert Memorial Scholarship, the Vivian L. Gilbert Memorial Scholarship in Nursing, the Kathleen M. Gilbert Accounting Scholarship, the Karen Jane Gilbert Memorial Scholarship, and the Jim Gilbert Memorial Scholarship.

Eren Ozmen — Outstanding Alumna from the College of Business, ’85 MBA

Eren is Chairman and President of Sierra Nevada Corporation (SNC). After joining SNC in 1988, Eren and her husband Fatih acquired the company in 1994. Under their dynamic financial, technical and business leadership, including acquisition of 11 technology firms, SNC grew into one of the Top U.S. Woman-Owned Federal Contractors employing 2,500 people in 30 locations in 16 states. Among the numerous awards SNC has received, include being named the No. 2 “Fastest Growing Women-Owned Company in North America” (2011), SNC being voted multiple times as one of Nevada’s “Best Places to Work,” and being recognized by Inc. magazine as both a U.S. Top 10 Fastest Growing Private Companies (2010) and Top Revenue Growth for billion dollar companies.

Ronald R. Zideck — University Service, BS ’59 (accounting)

Ronald R. Zideck, vice president and business development officer for The Whittier Trust Company of Nevada, graduated from the University with a bachelor’s degree in business administration with a major in accounting. He served as managing partner of the Reno office of the national accounting firm of Grant Thornton LLP and was a member of the firm’s National Executive Committee. Before joining The Whittier Trust, he served as Director of Planned Giving for UNR. In his current role, he is responsible for the coordination of marketing efforts and events for the Nevada office of The Whittier Trust and is responsible for the building and maintaining of professional relationships in the state. He has held leadership positions in numerous professional and community organizations, including the Nevada Society of Certified Public Accountants, Western Industrial Nevada, the Economic Development Authority of Western Nevada, the Nevada Museum of Art, the University of Nevada’s President’s Advisory Board and the University of Nevada, Reno Foundation.

Have you ever wondered how to get the most out of your LinkedIn profile? YOU ARE NOT ALONE!

Thousands of people are on LinkedIn and are not taking advantage of its full potential.

Learn how to maximize your LinkedIn presence during this exclusive event:

“15 Minutes a Day Goes a Long Way!” Presented by: Alice Heiman of Alice Heiman, LLC
Date: Thursday, September 26th • Time: 3:00pm – 4:15pm • Where: Ansari Business Building, Room 312

In this Free Session, you will learn: How much time to spend on LinkedIn • Which activities are the most beneficial • How to stay connected to key people • How to be seen as an expert • How to build prospect lists

This event is FREE to College of Business Alumni Association members but space is limited!
Please RSVP by email at COBAA@unr.edu — Please include your full name and phone number.

Join the College of Business Alumni Association by calling 775-784-4912 or apply online at http://www.unr.edu/business/alumni-and-giving
BUSINESS WEEK 2013, scheduled for September 23 – 27, will feature several opportunities for alumni to come back to campus. Business Week is a week-long celebration of “Business is More Than You Think,” providing workshops, speakers, information sessions, and networking opportunities with business students, alumni, and the community. Designed to reinforce the college’s learning goals and initiatives, the activities and events taking place during Business Week show the many ways that the college connects students with its alumni and the business community to foster new relationships and partnerships.

On Tuesday, September 24, alumni, the business community and recruiters are invited to volunteer their time for one or more sessions at the Career Exploration Roundtables to impart advice on what made them successful in their job search and what activities contributed to their success. The event provides students with information around what they can do as a student to build their resume and network for future internship and career opportunities, if they are interested in an industry, an organization, a position, what to major in, as well as provide career and job search advice. Interested alumni should contact Maria Martinez, Vice President of the Business Student Council at mgmartinez@unr.edu or 775-682-9149.

If you’re thinking about going back to graduate school, the Professional & Graduate School Fair scheduled on Wednesday, September 25 from 11 am - 1 pm in the Glick Ballrooms of the Joe Crowley Student Union will offer up information on graduate programs available at UNR as well as other regional universities.

Join the board members, faculty and staff for the FREE College of Business Alumni Association Member Mixer Co-sponsored by the Nevada Alumni Association

Thursday, September 26, 2013
5 – 7 pm
Randall Rotunda, Mathewson IGT Knowledge Center

If you’re looking for ways to give back, the Volunteer Fair on Wednesday, September 25 from 4 – 6 p.m. will feature up to 30 different not-for-profit organizations seeking volunteers to help them reach their mission.

On Thursday, September 26, alumni of the college should plan to spend the afternoon and evening on campus beginning with “15 Minutes a Day Goes a Long Way” a free workshop for College of Business Alumni Association Members presented by Alice Heiman, of Alice Heiman, LLC. This event is FREE to members of the College of Business Alumni Association. Following the workshop the College of Business Alumni Association Member Mixer will feature appetizers and drinks as well as an opportunity to say hello to old friends. The Member Mixer will be in the Randall Rotunda of the Mathewson IGT Knowledge Center from 5 – 7 pm. Alan Olive, chief executive officer of Northern Nevada Medical Center will be the featured CEO Speaker starting at 7 p.m. in the Wells Fargo Auditorium of the Mathewson IGT Knowledge Center.

The Economics faculty will present their annual Economic Forum on Friday, September 27 from 1 – 3 p.m. in the Wells Fargo Auditorium of the Mathewson IGT Knowledge Center.

For more details and more information on Business Week call 775-682-9149 or visit http://www.unr.edu/business/college-resources/business-student-council/student-events/business-week

The College of Business Alumni Association Mixer during Business Week provides an opportunity to meet new people and greet old friends.
Over $16,000 was raised at the 22nd annual College of Business Alumni Association Golf Tournament held at Wolf Run on Thursday, May 9. The proceeds will be used to fund student organization projects, a student worker in the Career Connections Office and various member events like the LinkedIn workshop and Member Mixer to be held on September 26 during Business Week. Dickson Realty won the tiebreaker for first place with Sierra Office Solutions, both teams scoring a 62. American Family Insurance team placed 3rd with a 63. Thanks to our Gold Sponsors Rail City Casino and Wells Fargo, our BBQ Sponsor Sierra Nevada Corporation, our Photo Sponsor Muckel Anderson and our Golf Cart Sponsor Dunham Trust Company.

The Dickson Realty team took first place in the 22nd annual College of Business Alumni Association Golf Tournament. Courtesy of Lightray Studios

SAVE THE DATE

23rd Annual COBAA Golf Tournament

May 8, 2014
1 pm shotgun start
Wolf Run Golf Course

For more information email cobaa@unr.edu
Cindy Buchanan (BS Finance 1995) has joined Wells Fargo Private Bank as a vice president and senior private banker. Buchanan, who has worked in banking for 22 years, is a former president of the College of Business Alumni Association and is actively involved in Western Industrial Nevada, The Chamber and the American Heart Association.

Melissa Molyneaux (BS Marketing 2006) and Brian Pick (BS Journalism 2003) were married May 25, 2013, on the top of 11,000-foot Mammoth Mountain in Mammoth Lakes, Calif. Guests were taken to the mountaintop by the gondola. Brian is an attorney with Downey Brand in Reno, and Melissa is a vice president for Colliers International in Reno, where she leases and sells office properties.
Travis (BS Information Systems 2005) and Pam Durfee (BS Management, 2004) met through the Delta Sigma Pi business fraternity while at Nevada and were married in the fall of 2007. Last November they welcomed their first child, Logan. As if this wasn’t exciting enough, soon after Logan’s birth Travis was promoted by Prologis, a publically traded industrial real estate company, to oversee the operations of their largest portfolio, bringing the Durfee family to Orange County in California. Pam continues her work in Corporate Human Resources for Sierra Nevada Corporation and is now also serving as an HR Business Partner for two of their California locations.

Jane Bessette (BS Accounting 1986) retired July 5, 2013, after serving the university for over 17 years — six in the College of Extended Studies and more than 11 in the College of Business. While at Extended Studies, she coordinated non-credit management & professional development certificate programs, academic conferences and summer youth camps, including Kids University, which she created. As the Director of Career Connections & Alumni Relations in the College of Business, Jane provided one-on-one and group career advisement to students and alumni, served as the point person for internships and employment opportunities and established the Career Module career preparation segment of the business communications course and created a Corporate Partners Program which generated over $100,000 annually in funding for the college. She served as the faculty advisor to the Business Student Council and oversaw their Business Week and Honors & Awards events. In addition, Jane served as the staff liaison to the College of Business Alumni Association. Upon the elimination of the central career office in 2009, Jane and her part time student staff took on university wide career responsibilities including the All Majors Career & Internship Fair, the online job board and created a new event, Prepare for the Fair, to assist all university students to be better job applicants. Jane served on the Administrative Faculty Personnel & Policies Committee and the Campus Affair Committee.

Kyle McCann (BS Finance 2005; MS in Finance 2011) earned the Certified Financial Planner Designation. Kyle is a wealth advisor with Prutzman Wealth Management in Reno. The designation marks his specialized skills in risk-management, investments, retirement planning, tax planning and estate planning.
The Nevada Alpha chapter of Beta Gamma Sigma, the international honor society for business students, has established an award endowment to support business students in honor of professor emeritus Kyung-il Ghynn, a management professor at Nevada from 1979 to 2008. Shortly after arriving on campus, Ghynn revived the then-dormant chapter of Beta Gamma Sigma and for years served as its president, annual banquet organizer and advisor. The award will be given to a student member of Beta Gamma Sigma who is pursuing an undergraduate or graduate degree in the College of Business and was first awarded in 2013. To learn more about supporting the College of Business, please contact Mitch Klaich, director of development, (775) 682-6490 or mklaich@unr.edu.

International City Mortgage, with offices in California, Hawaii and Reno, and International Game Technology of Reno have joined the growing list of companies to support the Corporate Partners program at the College of Business. The College of Business partners with a number of companies, ranging from Reno-area businesses to international technology corporations, to help engage and inform students about best business practices. Those companies often recruit College of Business graduates. International City Mortgage and International Game Technology join 10 other companies involved with the program including Arvato Bertlesmann, Barrick North America, Caesar’s Entertainment, EE Technologies, Employers, Intuit, Microsoft, Port of Subs, Sierra Nevada Corporation and Wells Fargo. The college aims to increase participation up to 20 companies.

Charles Mathewson, former president, CEO and board chairman of IGT, has established the Charles N. Mathewson Endowed Professorship in Entrepreneurship at the College of Business, in an effort to expand the curriculum and provide long-term resources to facilitate student engagement in entrepreneurial and start-up ventures. Mathewson and the Charles Mathewson Foundation have been longtime champions of the University. The Mathewson-IGT Knowledge Center is named in recognition of a combined $10 million gift from Mathewson and IGT.
From where we stand, we can see the whole picture. Throughout our firm’s history, we’ve dedicated ourselves to creating solutions for our clients that protect their long-term interests. In other words, by seeing more, we’re able to do more.

Contact us, and experience a different point of view.
FOR YOUR NEXT FINANCIAL MOVE

A team with 20 professionals and over 37 years of experience.

Albright, Persing & Associates, Ltd.
Certified Public Accountants

albrightpersing.com • 775.826.5432 • 1025 Ridgeview Drive • Reno, NV 89519