Business graduates are creating ventures and helping humanity.
Greetings from the College of Business!

It is often said, “Take action, not because something good will come out of it for you, but because it’s the right thing to do.” Over time, many of us begin to further realize the importance of that statement. That’s something I see to this day manifested in colleagues, faculty, and students I have the pleasure of knowing.

That’s why we call our College magazine *The Difference*: It’s a call-to-action to make a positive and lasting difference in our world, to exercise social responsibility, and to be accountable for our acts in the business arena and in our personal lives.

We can be particularly proud that our students are making profound differences in society today. A feature on alumni-run ventures, for example, shows how people are devoted not only to building successful careers but also to helping others.

One such alumnus, Juwon Melvin, who is a 24-year-old author, speaker, and life enthusiast, says, “Growing up, we desire success – the material things. Growing wise, we desire significance. What we really want is to look back on our lives and say that it meant something. The search for significance is through service, doing something for someone else.”

That same theme resounds in the story about two young women who trace the beginning of their interest in business to when they were 12 years old. While these entrepreneurs have built an impressive company called Sweets Cosmetics, they’re equally passionate about giving a generous share of their profits to people who are in need.

Every year, I tell students at Commencement ceremonies that, 100 years from now, nobody will remember you for the house you lived in, the car you drove, or the money you amassed. People will remember you far longer for helping a child, for assisting others, for doing the right thing for humanity.

That’s our core message in *The Difference* and for all we do in the College. Values such as these may not be measurable in dollars and cents, but the effects are lasting and priceless.

Ajay Menon
Dean
8 the power of mentoring

Faculty, students, and alumni talk about the rewards and special relationships developed by being part of a thriving community of mentors and mentees within the College and in the business world at large.

10 venturing forth

Armed with business savvy and the desire to succeed in a range of endeavors from cosmetics to soap to bicycles, College graduates and students are making a difference as entrepreneurs and giving back in positive ways.

20 budget transparency

The College supports CSU’s focus to be a good steward of the public trust through ongoing efforts of transparency and accountability. A yearly financial report provides the public easy access to the University’s audited financial statements and clear, concise overviews on how CSU is managing its resources.
discover the difference.

THE DIFFERENCE IS OUR RANKING.

#1 among students at business schools in Colorado.
#8 among public colleges of business without a PhD program.
#10 among public universities in the Southwest region of the U.S.
#22 among land-grant universities.
#67 among public universities in the U.S.
#89 among all business schools in the U.S.

Ranking criteria comprises an array of factors including academic quality, cost, location, job placement, starting salaries, innovative curricula, career services, student surveys, and more.

See www.businessweek.com/bschools for details.

college of business ranks high in national surveys

BUSINESSWEEK 2011
Business Week magazine has announced Colorado State University’s College of Business as one of the top undergraduate business programs in the country. Among the three Colorado business schools included in the rankings, Colorado State ranked the highest among students and the highest-ranked public university in Colorado.

The magazine surveyed more than 86,000 graduating seniors on such topics as the quality of teaching and overall student satisfaction. The magazine also interviewed 775 corporate recruiters on where to find the best graduates, curricula, and career services.

Colorado State is No. 89 on the list – No. 67 among all public schools listed in the 2011 Business Week rankings. The College ranked No. 10 among all colleges and universities in the Southwest region – No. 22 among land-grant universities and No. 8 among colleges without a PhD program.

PRINCETON REVIEW
Colorado State’s business college was among The Best 300 Business Schools listed in the 2011 edition of The Princeton Review. The College of Business also offers one of the best MBA programs in the nation and in the Western United States, according to The Princeton Review.

KIPLINGER
In 2011, Kiplinger magazine considers Colorado State University a top-100 best value public school.

U.S. NEWS & WORLD REPORT
In its 2010 rankings, U.S. News & World Report listed the College of Business in the top tier of public and private doctoral universities.
Two national publications recently highlighted the CSU College of Business’ leading educational technology solutions that were integrated into Rockwell Hall-West.

Sound Communications published an extensive article about the audiovisual systems integration, describing how designers, integrators, and contractors worked together to achieve the end result. Read the article at http://viewer.zmags.com/publication/71147262#/71147262/38.

Additionally, College Planning and Management published an article about the challenges and ultimate successes that occurred during the planning, budgeting, and technology integration process. Read the article at www.peterli.com/cpm/resources/articles/archive.php?article_id=2846.

Twelve accomplished entrepreneurs shared their experiences and advice with more than two dozen CSU students during the Seventh Annual Rotating Reception in November 2010. The event was hosted by the College of Business Center for Entrepreneurship. Students such as Chris Butterfield left feeling rejuvenated and confident in their ideas “knowing that people have done this successfully.”

Interested in attending next year’s event? Contact Dawn DeTienne at Dawn.DeTienne@business.colostate.edu.

Twelve accomplished entrepreneurs shared their experiences and advice with more than two dozen CSU students during the Seventh Annual Rotating Reception in November 2010. The event was hosted by the College of Business Center for Entrepreneurship. Students such as Chris Butterfield left feeling rejuvenated and confident in their ideas “knowing that people have done this successfully.”

Interested in attending next year’s event? Contact Dawn DeTienne at Dawn.DeTienne@business.colostate.edu.

Tony Hall, executive director of the Alliance to End Hunger, addressed students and faculty of Colorado State University and the community in the Lory Student Center on Oct. 21, 2010. An Ohio congressman for 24 years, Hall became passionate about ending hunger in 1984 after witnessing firsthand the suffering and death of Ethiopian children who did not have enough to eat. His lecture, “Business with a Social Conscience: Beyond the Bottom Line,” encouraged attendees to “do the thing that is in front of you” in trying to address the world’s problems.

John Hoxmeier, associate dean of graduate programs for CSU’s College of Business, explained that the College is serious about and recognizes the value of cultivating a strong social conscience in its business students. “Business is about more than simply the profit margin or the bottom line,” he said. “It can be used to help people.”

Graduate and undergraduate students from CSU’s College of Business and College of Engineering collaborated on a new business venture that could bring an infant transport incubator to market.

Four mechanical engineering students invented BiosTek, creating a cheaper and safer way to transport infants to hospital care. Graduate students in the Global Social and Sustainable Enterprise MBA program helped write a business plan. Undergraduate business students in the New Venture Creation management class developed the feasibility mechanisms behind the plan and researched the financial, market, and planning risks. The undergraduate business students involved include Colin Hornback, Marisa Barney, Kevin Gritters, Lauren Stephens, and Thomas Whittington.

Tom Dean, professor of the New Venture Creation course, said, “The team of business students working with BiosTek is really excited about the potential for saving lives in regions with difficult emergency access. The effort is a demonstration of the creativity and aspirations of CSU students as well as the benefits of combining innovative engineering with business expertise.”

Students are the primary beneficiaries of Hewlett-Packard’s recent $125,000 hardware donation to the College of Business. The donation was used to fund hardware for three new Bloomberg terminals in the financial data lab, five network blade servers, and a 50/50 match to replace all the computers in the student computer and research labs with 170 new HP Z200s.

Students are the primary beneficiaries of Hewlett-Packard’s recent $125,000 hardware donation to the College of Business. The donation was used to fund hardware for three new Bloomberg terminals in the financial data lab, five network blade servers, and a 50/50 match to replace all the computers in the student computer and research labs with 170 new HP Z200s.
COLLEGE OF BUSINESS CREATES REAL-WORLD OPPORTUNITIES FOR STUDENTS

Four College of Business students participated in the CFA Equity Research Challenge in January. The students, Ted Briones, Philip Schuman, Adam Wise, and Corey Woodruff, attended the event along with sponsor John Elder and recent CSU alumnus Michael Hall. The competition provided real-life experience in research analysis by looking for potential strategies for investors. Students gained an understanding of research and preparation techniques that are needed to create a stock report and present their findings.

STUDENTS PLACE THIRD AT FPA COMPETITION

College of Business students Kristin Brandli, Elyse Hitchings, and Dan Preller competed and placed third in the 2010 Financial Planning Challenge. Professor John Hopkins accompanied the GSU students at the event. The competition includes a written financial planning case and a Jeopardy-style game show question-and-answer session. The contest took place at the Financial Planning Association’s Annual Conference of the Financial Planning Community in Denver. The participating students reported the competition provided them with relevant experience and real-world application.

GEN. COLIN POWELL CONCLUDES COLLEGE’S 2010 LEADERSHIP MONTH

Former Secretary of State Gen. Colin Powell shared his perspective on leadership, national security, the information age, and education with 8,000 people at Moby Arena in April 2010. He also discussed staying optimistic and what the United States needs to do to remain a great nation in the coming years.

Powell’s lecture concluded the 2010 College of Business Leadership Month, a speaker series that features leaders from various walks of life. As Powell referenced decades of leadership lessons, he emphasized the following points:

• Put followers in the best environment to achieve the mission and goals of the organization.
• Communicate the mission, values, and goals throughout the organization.
• Have a passion for the organization that infects people with a sense of purpose. Motivate them.
• Maintain the highest ethical and performance standards, and push followers to achieve those standards.

While Powell acknowledged global challenges on many fronts, he emphasized that the United States is still the land of hopes and dreams and that he truly believes the best is still before us. He encouraged the audience to focus on the many positive things going on in the world.

Regarding Iraq, Powell noted the Iraqi people are increasingly taking control of their country and resolving issues. Afghanistan is far more difficult, he said, and ultimately, it will not be the United States that will bring stability, peace, and some kind of representative government to the country.

“So, we have these problems, but don’t let these problems outweigh the greatness that still exists in the world and the opportunities that are there,” Powell said. “America was the leader of the world for the last 60 years and created this new environment, these new opportunities. On balance, there are more democracies than ever before, more people in the middle class than ever before, and America is the leader.”

DANONE HOSTS GLOBAL COMPETITION FOR STUDENTS

The Danone Company, manufacturer of fresh dairy products, bottled water, baby nutrition, and medical nutrition, hosted a global business simulation in New York City. Business students Christopher Butterfield, Joseph Garcia, Sean Hogan, Matthew Hoppal, and Holly Schnitzer had the unique opportunity to act as the board of directors for a Danon subsidiary of Danone. Twenty business schools from around the United States attended this event including Columbia University, New York University, Penn State, and Purdue. This was an exciting opportunity for Colorado State’s College of Business to compete with some of the nation’s best business schools.

Prior to the event, the team reviewed their case study solution processes and researched the company, focusing specifically on company culture and values. Although they were not selected to go to the next round, the team learned valuable skills in teamwork and decision making under pressure. “It was an incredible experience,” Hoppal said. “Not only did we have the opportunity to learn about Danone and its culture, but we were able to further develop personal skills and abilities.”

UNIVERSITY JOINS JUNIOR ACHIEVEMENT

Delta Sigma Pi, one of the College’s professional business fraternities, has taken an active role in the educational development of Northern Colorado’s youth through Junior Achievement. Junior Achievement is a national organization that provides an established curriculum for teaching workplace readiness, entrepreneurship, and financial literacy. This year, Delta Sigma Pi students have volunteered to teach 13 elementary school programs. Each class runs once per week for five weeks, and each volunteer commits several hours of time teaching each class, not including preparation time.
KICKBALL TOURNAMENT AND ‘PIE A PROF’ FUNDRAISER

To raise funds for Relay for Life, the Dean's Student Leadership Council held a Pie a Professor and Kickball Tournament. Seniors Matthew Hoppal and Sean Hogan, president and vice president of DSLC, had the privilege to pie real estate Professor Sriruam Villupruam, who won the most monetary votes by College of Business students to get pied. The pieing occurred during the faculty and staff versus business students' kickball game. More than $100 was raised for Relay for Life from the two events and was deemed a huge success by the 60 students who attended.

"The student turnout was overwhelming and much greater than anyone had expected," says Katie Whitbeck, Relay for Life chair. "I felt that we really created some buzz, competition, and camaraderie among the faculty and students of the College of Business. I would love to see both of these events continue and grow in future years."

COMMUNITY RALLIES TO RELIEVE HUNGER

Cans Around the Oval, an annual food drive and fundraiser for the Food Bank of Larimer County, collected more than $38,600 and 61,000 pounds of food last fall. For the sixth year in a row, the College of Business contributed more than any other group with $19,697 in monetary donations and 15,091 pounds of food. This represents roughly 58 percent of the total contributions given at CSU.

College of Business Dean Ajay Menon explains why the College takes the issue of hunger so seriously:

“Our mission for the academic curriculum within the College of Business is to prepare our students for business practice with a social conscience,” he says. “One of the most critical struggles of our generation is hunger. Business and private enterprise models are critical to eradicating or easing hunger. The College is focused on this issue for our community. Our students lead this initiative and find strong support for their efforts within our faculty, staff, alumni, and friends of the College.

“President Matt Hoppal and his team of colleagues on the Dean’s Student Leadership Council worked tirelessly with the student organizations within the College of Business to deliver the maximum amount of food – less for the competition and much more for the cause,” Menon says.

INTERNATIONAL MENTORING PROGRAM

The College of Business is now providing a new pilot program for international students. The pilot program was tested for the Fall 2010 and Spring 2011 semesters led by Jimmy Ellis, undergraduate advisor. The program aims to match incoming international freshman business students with domestic business students who are familiar with the city of Fort Collins and the College. For this pilot program, five mentoring pairs made a one-year commitment to test the success of the program.

continued on Page 6
2011 BUSINESS LEADERSHIP INSTITUTE TRAINS FUTURE LEADERS, FORGES CSU TIES

The 2011 Business Leadership Institute concluded another successful conference in April at CSU’s College of Business. The two-day event was aimed at academically gifted high school juniors and seniors in Colorado from ethnically diverse backgrounds.

The 18 students selected to participate in this year’s event were given the opportunity to meet business leaders from across the United States, tour businesses and corporations in the Fort Collins community to learn about prospective internship and job opportunities, and earn a leadership certificate upon completion of the program. Perhaps most importantly, the students were able to experience the College of Business firsthand through two days of in-depth interaction with the staff, students, and faculty.

The Business Leadership Institute is an exclusive event, and the process of selecting participants is competitive. Students must first be nominated by a counselor or teacher at their school for having shown outstanding maturity and leadership potential. All students must also be in good academic and disciplinary standing with their high school. Once the students are selected, the costs of all meals, travel, and lodging over the two-day, overnight conference are covered by the College of Business and its business partners.

“It’s important that cost considerations don’t prevent these gifted students from participating,” says Jimmy Ellis, recruitment coordinator for the Business Leadership Institute. “Our hope is that, after this event, all these students will have a firm understanding of multiple areas of business, a greater capacity for leadership and ethical decision making, and an increased enthusiasm for pursuing higher education.”

The BLI not only prepares students for success by helping them develop leadership and decision making skills but also forges lasting relationships with future college students. “I met a lot of new people, and now I have a whole new perspective on CSU. I really loved this experience, and it’s something I won’t forget,” says one of the students who successfully completed the program.

For more information about the Business Leadership Institute, contact Jimmy Ellis at Jimmy.Ellis@business.colostate.edu.

EVERITT REAL ESTATE CENTER UPDATE

REALITY CHECK 2011 CONFERENCE

Strategies for regional growth, transportation, water, sustainability, and quality of life were at the center of the 14th Annual Northern Colorado Real Estate Conference, Reality Check 2011, hosted in Fort Collins by the Everitt Real Estate Center.

The conference’s keynote speaker was Simon Montagu, a customer resource support division director of Denver Regional Council of Governments. EREC Director Steven Laposa presented the results from a recent EREC study that identified cities in 1970, 1980, and 1990 that were similar to Fort Collins-Loveland in 2010 and analyzed how and why they grew or declined over the last 20 years.

Among the breakout sessions offered were “Do You Really Understand Neighborhood Housing Price Trends?” and “An Entrepreneurial View on the Market.”

EREC RELEASES INITIAL STATEWIDE HOUSING RESEARCH

The Everitt Real Estate Center released the first statewide EREC-CAR House Price Indices report on July 1, 2010. The report, which measures changes in home prices, is the beginning of an ongoing real estate research project in conjunction with the Colorado Association of REALTORS. The EREC-CAR HPI is calculated annually for seven major regions and 42 counties in the state of Colorado using public records data on arms-length closing transactions obtained from CoreLogic.

The research, conducted by Sriram Villupuram and John Gerhard, is powered by a technology donation from Hewlett-Packard. The donation of a dedicated server has been invaluable in the performance of the complex calculations used to produce the report, as the EREC database includes more than 1.3 million closing transactions over the past decade.

The EREC-CAR HPI uses a modified weighted repeat sales methodology to estimate average price changes in repeat sales, similar to methodology used by the S&P/Case-Shiller Index and the Federal Housing Finance Agency. This weighted repeat sales methodology is a substantial improvement over the conventional average or median sales price methodologies because it measures the price change for the same home and, therefore, is not influenced by quality or size differences of the homes selling at a given time.

In contrast to other indices that report changes in home prices for broad metropolitan areas, the EREC-CAR study uses Geographic Information Systems to select the data in order to evaluate smaller market areas almost on a neighborhood-by-neighborhood basis.

“In spite of the declines in values across Colorado, home values can vary significantly by neighborhood and even by block, which is why this research is so critical to residents of Colorado,” says John Gerhard, director of residential research at the Everitt Real Estate Center. “In Northern Colorado, for example, there is still home price appreciation occurring within neighborhoods despite the publicized national and regional trends. Our hope is that the relationship with CAR, as well as future collaborations with various multiple listing services around the state, will help us take a more granular analysis of Colorado real estate.”
agencies around the world and has been associated with the FBI for more than 35 years.

Former University
of Florida coach
Urban Meyer spoke
about team-building
and how success in
sports and business
are closely related.

“Every team and
every business is
basically the same,”
said Urban, one of
the most successful
coaches in the history
of college football. “You have 10 percent of your players at
the top who are self-motivated and don’t need to be coached
to be successful. And you have 10 percent at the bottom
who, no matter what you do, can’t be coached, and you
probably need to get rid of them.

“It’s the 80 percent in the middle who will make or
break you and determine the success of your team or your
business.”

Urban credits the time he spent working with Sonny
Lubick for making him a successful coach. Originally hired
by coach Earle Bruce, Meyer arrived at CSU in time to help
lead the Rams to the Freedom Bowl in 1990 – CSU’s first
bowl appearance in 42 years.

Lubick now is director of community leadership
outreach for the College of Business.

Urban Meyer, former CSU and University of Florida football coach.

This year’s Business Day, hosted by the
Dean’s Student Leadership Council in
the College of Business, presented a daylong
lineup of powerhouse speakers in mid-April.

Presentations and workshops were given
by Frank Abagnale, foremost authority on forgery and
embezzlement; Libby Cook, founder of Wild Oats; Eric
Bechtel, founder of Rule 1.02 Marketing; and former CSU football coaches Urban Meyer and Sonny Lubick.

The event gave student participants a chance to learn
from influential business leaders, gain new perspectives,
and better prepare themselves for the real world.

Abagnale, who is the
inspiration for the film, Catch
Me If You Can, in addition to
books and a recent Broadway
play, spoke on identity theft
and fraud prevention to an
overflow crowd in the Bohemian
Auditorium at Rockwell Hall West. He also presented a
riveting talk on his early life as a
con artist, his eventual capture,
and his efforts over the decades
to atone for his crimes.

He now lectures and
consults with hundreds
of financial institutions,
corporations, and government
Mentoring
an invaluable investment in people

Students, faculty, and alumni all play a part in the thriving community of mentors and mentees within the College of Business.

“There is so much satisfaction in knowing that I am investing in another person the way my mentors invested in me.”

– Michelle Frazier (’04)

Alumnus-to-student mentoring
“The tips and tricks that you learn from mentors provide guidance you won’t find anywhere else,” says Michelle Frazier, a 2004 graduate who has come full circle in the mentoring process as an alumnus-to-student mentor. “As an undergraduate, I was lucky to have both upperclassmen who gave me advice and professors who helped me talk through life choices.

“Now I have the opportunity to advise students on their resumes and answer their career questions. There is also a student I mentor one-on-one,” Frazier says. “There is so much satisfaction in knowing that I’m investing in another person the way my mentors invested in me.”

Frazier, who works in Hewlett Packard’s marketing division, clearly sees the value of seeking out mentors in school and industry. “It’s always important to search for people who are a few steps ahead of you. If you stay in touch with your mentors, they continue to be great resources. These relationships provide mutual benefits and can be an excellent way to build professional networks and share industry information.”

Student-to-student mentoring
Current students are experiencing the benefits of mentoring by participating in the College of Business Mentoring Program, a formal program that pairs ethnically diverse, first-generation, and/or nonresident freshman students. Through this program, first-year student Angelina Howard and junior Angela Murray have forged a supportive mentoring relationship.

“Angela made it easy to transition to college,” Howard says. “I’ve gotten great advice about academics and beyond. I can see similarities between this program and mentoring in the workforce. This program has helped me always be prepared for the next step, which is the advantage I see for professional mentoring.”

“My mentee, Angelina, has benefitted from the trusting friendship we’ve developed,” Murray says. “She is
comfortable and knows she can talk with me about everything.”

Both students credit the College program with sparking a desire to be involved in mentoring relationships throughout their careers. “Helping Angelina has influenced me to seek a mentor because I see how helpful the arrangement can be,” Murray says. “Later, as my career develops, I’ll be in the position to help others again.”

Peer mentors in the program give mentees practical, first-hand advice and connections to resources, organizations, and other activities. Nadia Ghani is a first-year business major whose mentor, Lauren Bass, graduated this May in accounting.

“Lauren is such a good friend. She’s advised me on classes to take and clubs to join,” Ghani says. “I’ve benefitted from our relationship as well as from the community of other mentors and freshmen in the program. The experience has built my confidence and helped me learn what to expect from the business world.”

Mentors may have just as much to gain in personal growth as their mentees. Becoming a mentor helped Bass establish her sense of identity as a leader.

“This program has helped me see myself differently,” Bass says. “I see myself as a resource, sharing information that took me a couple of years to learn. I’ve stepped up into a leadership position to do what is best for my mentee. I’ve become responsible for another individual who I truly care about.”

Faculty-to-student mentoring

Many mentoring relationships that flourish within the College of Business may not be part of a formal program, but they’re just as valuable. Jim Francis, professor and director of the Center for Professional Development and Business Research at the College, maintains contact with a number of former students. His relationship with alumnus Matt Phillips has stretched over 20 years. Francis first acted as an informal undergraduate advisor for Phillips and later served on his graduate committee. After Phillips earned his MBA in 1995, he stayed in touch with Francis and other University mentors, including Sonny Lubick, former CSU football coach who currently serves as director of community leadership outreach for the College.

“Matt is now a successful entrepreneur with well-defined goals,” Francis says. “Rather than advising him, I act as a sounding board for his ideas.”

Phillips, who operates a Fort Collins-based financial planning firm, Phillips Financial, describes it this way: “The relationships I was fortunate enough to begin in college have become part of my professional network. I can bounce ideas off these mentors and can depend on them for honest feedback.”

In recent years, Phillips has taken on mentees of his own as another example of alumnus-to-student mentoring. He welcomes CSU students and recent graduates who come to chat with him about their career decisions and to learn about the real world. He has had an intern working for him for three years – a recent College of Business graduate.

“Working with students is a way to pay it forward,” Phillips says. “I hope I played a part in another person’s development.”

**COLLEGE OF BUSINESS MENTORING PROGRAM**

Corporations use mentoring programs as tools to help retain, develop, and advance employees. In much the same way, the College of Business Mentoring Program fosters student growth by presenting workshops, bringing in guest speakers, and establishing one-to-one mentoring relationships between ethnically diverse, first-generation, and/or nonresident freshman students.

“Older students are in a position to help younger students navigate because they have faced the same challenges,” says Felicia Zamora, Mentoring Program coordinator.

Zamora reports that mentees give overwhelmingly positive feedback about their mentors. Participants in the program have higher first-semester average GPAs than other freshmen in the College. Many go on to become mentors, and as new alumni, they pass information from their companies back to the program.

Alumni can support the program by guest speaking, answering career-related questions, and donating to the student mentee scholarship fund. To become part of the College Mentoring Program, contact Felicia Zamora at felicia.zamora@colostate.edu or (970) 491-3725.
Venturing forth to make a difference
Whether through soap, cosmetics, or bamboo bicycles, graduates of the College of Business are venturing forth to make an impact. These savvy people aren’t just interested in creating and running businesses – they’re giving back and generating positive, lasting influence on the world at large.

How to succeed in business by really trying

What’s the best way to run a business? In the case of Katie Barstow (‘10) and Molly Dunkle (‘11), the formula includes chemistry experiments and entrepreneurial passion. But to guarantee success, don’t forget generosity and giving.

Barstow and Dunkle, owners of Sweets Cosmetics, credit the College of Business in helping them apply business concepts to their venture. Above all, though, the two businesswomen have applied the valuable tenets of giving back to society and making a difference – something that comes from the heart and not necessarily from textbooks. In fact, shortly after the business was created some five years ago, a holiday season left their inventory overstocked with products, so the two decided to donate the excess to local women’s shelters.

In 2009, Dunkle and Barstow donated more than $4,000 worth of products, and that spirit of giving continues to this day with a generous share of Sweets Cosmetics profits going to local Northern Colorado organizations such as the Sexual Assault Victim Advocate Center, Crossroads Safehouse, and Project Self-Sufficiency.

the beginning

Sweets Cosmetics, a five-year-old business, traces its roots to Dunkle’s experiments with lip balm when she was 12 years old. She was living in Tucson, Ariz., at the time and hanging out with a friend.

“We melted down petroleum jelly, added some vanilla extract, and poured our creations into water-bottle lids,” Dunkle says. “This sparked the ‘inner nerd’ in me, and I began to research homemade cosmetics at the library every
chance I could.” Her family moved back to Fort Collins when she was in 7th grade, and she continued to obsess over making lip balm.

In high school, Dunkle met Barstow while participating in gymnastics. Toward the end of their high school careers, they decided to start a business, and chose CSU’s College of Business for their next academic step. In July 2006, Sweets Cosmetics was christened, and they registered the business with the state later that year. (Sweets products now are manufactured at a company in Loveland.)

Barstow, who’s been a sidekick to her father’s business ventures since she was 12 years old, says their products include lip balm, lotion, body scrub, body butter, face moisturizer, and mineral makeup.

competition, along with Burt Deines, an instructor in the business college. DeTienne also helped the Sweets owners prepare a presentation for the College’s Global Leadership Council, which is Dean Ajay Menon’s advisory board of 40 executives and top business leaders from Colorado and internationally.

“The presentation to the council provided a great opportunity for students to interact with many highly respected entrepreneurs and business people and gain valuable feedback,” DeTienne says. “Molly and Katie did a terrific job, and they appreciated the comments after their presentation. I’m not the only one to think they’ll be very successful in their endeavor.”

the future

The entrepreneurs recently launched a TV show called Cosmetics and Cocktails, a weekly video that demonstrates how to make simple cosmetics at home. And a new website was recently unveiled at the end of April to help boost online sales.

Even amid the chaos, the crazy chemist and mad marketer still find time to give presentations to young girls, show them how to make lip balm, and encourage them to pursue their passions. And of course, part of Sweets’ profits will continue to go to organizations that help people in need.

This embodiment of success anchors a company that runs on human-powered dedication to business and to the art of generosity and giving.

A spirit of giving continues to this day with a generous share of Sweets Cosmetics’ profits going to the Sexual Assault Victim Advocate Center, Crossroads Safehouse, and Project Self-Sufficiency.

Find out more:

sweetscosmetics.com
A good state of mind

Growing up in Denver’s Montbello neighborhood, a place rife with gangs, drugs, and violence, Juwon Melvin thought he’d never attend college. But with strong family support and determination, Melvin became the first person in his family to attend a four-year university.

He graduated from CSU in 2008 with a bachelor’s degree in business administration and a certificate in entrepreneurship – and now he’s an entrepreneur, author, speaker, world traveler, and life enthusiast. He also served as coordinator in CSU’s Center for Advising and Student Achievement this spring, then left the position to travel to South America with business partner Aaron Madonna (’08) to start LifeSoap Co.

LifeSoap is designed to make a difference in the global clean-water crises. Customers receive three “flavors” of soap monthly, and 90 percent of after-tax profits go to organizations that bring clean water to communities in Africa and Central and South America.

“There’s an opportunity to be in people’s lives on a daily basis, not just to sell soap but hopefully to inspire people to believe in the difference one person can make,” Melvin says. They also hope their soap will serve as a daily reminder that one in eight people around the world doesn’t have access to clean drinking water. According to the LifeSoap website, nearly 6,000 people (mostly children) die every day from water-related illnesses.

“Water is everything,” Melvin says. “It doesn’t matter your background or where you come from. We all need water to survive.”

With those sobering facts in mind, Melvin and Madonna aim to raise awareness of the global clean-water crisis, give life by financially supporting international clean water projects, and build communities to transform lives in societies that need aid. Their first clean-water project will be with an international nonprofit organization that works in South America.

At the age of 24, Melvin has discovered important truths. “Growing up, we desire success – the material things. Growing wise, we desire significance. What we really want is to look back on our lives and say that it meant something,” he says. “The search for significance is through service, doing something for someone else.”

Along with business partner Aaron Madonna, Juwon Melvin has pledged to give 90 percent of after-tax profits to organizations that bring clean water to communities in Africa and Central and South America.

Find out more: www.lifessoapcompany.com or www.thriveordie.com
Bamboo bikes for a sustainable world

Panda Bicycles doesn’t just build strong, lightweight bikes hand-constructed out of the finest bamboo in the world. The Fort Collins-based business, which grew out of a cohort in the College of Business’ Global Social and Sustainable Enterprise Program, also is devoted to a green ethic of using nature-friendly materials and processes.

Bamboo used in making the bikes is harvested from a sustainable farm that gives local indigenous workers needed jobs at fair wages in Mexico’s Yucatan Peninsula, says Jacob Castillo, one of the founding members of the company, along with John McKinney and Mark Schlink – all CSU alumni.

“Bamboo is harvested from sustainable plantations that give local workers needed jobs at fair wages in Mexico’s Yucatan Peninsula,” Castillo says. “Our primary objective is to create high-value bikes that are comparable to peer bikes on the market and that are as green as possible.”

Panda bikes start the journey in Mexico’s Yucatan Peninsula, where bamboo grows with the strength of steel, the weight of aluminum, and the dampening qualities of...
carbon fibers – all desirable characteristics for human-powered transportation.

Although this particular species of bamboo isn’t the best for home construction, it’s ideal for bicycle tubing. “The bikes have some of the best qualities of traditional materials – that is, strength, weight, ride, and feel,” Castillo says. The smooth ride of the bicycles is becoming well-known in the two-wheeled community.

The bikes are designed for cycling enthusiasts, weekend warriors, everyday cyclists, and urban commuters. The bikes are built to last, and every one is unique.

The real-life application of the GSSE program was a valuable help in creating Panda Bicycles in February 2009. “We use tools that we acquired in the field by starting viable enterprises throughout the developing world,” Castillo says.

As Panda Bicycles defines its culture on its website, “At Panda Bicycles, we are passionate about making the world a better place through meaningful interaction with our environment. Our unique bicycle design speaks to a culture of treading lightly, even if you are riding hard.”

Find out more: www.pandabicycles.com

The Global Social and Sustainable Enterprise Program in the College of Business equips participants with the tools and network to become global and social entrepreneurs. The concentration helps create a better world and improve the lives of people while building profitable ventures.

Find out more: biz.colostate.edu/gsse
Bringing World-Class MBA Faculty to You.

Make a difference in your career with an Online Professional MBA from the top-ranked public business school in the region. Apply by July 15 for fall admission.
Financial Risk Management Degree Addresses Market Needs

The Master of Science in Business Administration (MSBA) with a specialization in Financial Risk Management degree from Colorado State's College of Business was launched last fall to meet the financial market's demand for professionals with risk analysis skills.

"Before the financial crisis, too many companies were taking on excessive risk without fully understanding the implications," says Vickie Bajtelsmit, professor of finance. "Everything we are doing in this program is exactly what people need to know – how to evaluate the risk of these financial products and of corporate risk taking."

The degree is the first of its kind in Colorado. Graduates with these specialized skills are in high demand, and salaries are competitive.

The program has advanced math prerequisites, including two semesters of calculus and two semesters of statistics. “Our ideal student has a statistics, math, or engineering undergraduate degree,” Bajtelsmit says. “We can teach them finance. Students with a finance undergraduate degree will need to take additional math courses before beginning the program.”

The degree can be completed in one year by attending full-time (four days per week) or two years by attending part-time (two days per week). During the program, students complete projects that directly apply the analytical skills learned in the program. Graduates are prepared to pursue post-graduation professional certifications such as the Chartered Financial Analyst (CFA) and Financial Risk Manager (FRM).

For more information, contact Claire Pettner, graduate advisor, at (970) 491-4612, (866) 491-2746 x1, or FRMadvisor@business.colostate.edu.

www.CSUfrm.com
college faculty and staff receive distinguished awards

BEST TEACHER AWARD
Gideon Markman, management professor, was named Best Teacher by the Colorado State University Alumni Association and its affiliate student group, the Student Alumni Connection. This program allows students to nominate professors who have had a positive impact on their lives. Markman is one of six Colorado State professors to receive this year's award.

GREEN AND GOLD AWARD
Chris Stein, finance professor, earned the Green and Gold Award for his exemplary teaching abilities. Stein consistently receives student ratings higher than any prior teacher who has taught the same course, and students actively seek out other classes Stein teaches.

STAFF SERVICE AWARD
The Staff Service Award was presented to the College's entire IT Department for its outstanding service to faculty, staff, and students over the past year. Not only did its 10 employees fulfill their regular duties with dedication and professionalism, they simultaneously took on the monumental task of facilitating the technology move and implementation in Rockwell Hall-West. The award was presented to Matthew Bratschun, Ted Conti, Indy Hart, Jeremie Levitt, Sean McDermid, Rob Peters, Robert Remskik, Jon Schroth, Erick Selgren, and Drew White.

FACULTY TEACHING AWARD
Kelly Martin, assistant professor of marketing, received the Faculty Teaching Award. Students praise Martin for her kind and willing manner, passion for the subject, and practical teaching methods. She teaches the capstone in marketing, in which the students are given the opportunity to present marketing plans for local businesses and nonprofit organizations.

FACULTY SERVICE AWARD; FULBRIGHT SCHOLARSHIP
Sanjay Ramchander, associate professor of finance and real estate, was awarded the Faculty Service Award. In the past year, he has participated on the Committee for Strategic and Financial Planning, the Policy Advisory Committee, the Dean’s Faculty Advisory Committee, and the Ad Hoc Budget Planning Committee.

Ramchander also was awarded the prestigious Fulbright Scholarship sponsored by the U.S. government. Ramchander’s research centers on capital markets and macroeconomic fundamentals.

RESEARCH AWARD
The Research Award was granted to Susan Golicic, assistant professor of management, for her excellent research using knowledge and theory from the fields of marketing, management relationships, logistics, and strategy. During the past year, her work was published in the Journal of Operations Management, Journal of the Academy of Marketing Science, Journal of Service Marketing, International Journal of Physical Distribution and Logistics Management, and International Journal of Logistics Management.

LIFETIME ACHIEVEMENT AWARD
Tom Ingram, marketing professor, was awarded the Lifetime Achievement Award by the Sales Management Special Interest Group of the American Marketing Association for his outstanding contributions to sales education and research. Throughout his career, Ingram has written several books and journal articles, as well as made many presentations on sales and service. Ingram received his bachelor’s degree from Auburn University, his master’s degree from the University of Alabama, and his doctorate from Georgia State University.

JACK E. CERMACK OUTSTANDING ADVISOR AWARDS
Bill Shuster, management professor and Felicia Zamora, undergraduate advisor and mentoring program coordinator, received the Jack E. Cermack Outstanding Advisor Award. The University award honors excellence in academic advising, including recognition by students and peers as an outstanding advisor; capacity to offer career as well as academic advising; interpersonal communication skills that lead to beneficial advising relationships; and contributions to the improvement of advising services and/or the appreciation of academic advising throughout campus.

Zamora has become a friend and counselor to many of her advisees and is the creator and the driving force behind the highly successful College of Business Mentoring Program. (See story on Page 8.)

Shuster has a well-earned reputation as a tireless advocate for the professional development of students. His guiding hand as an advisor to the Dean’s Student Leadership Council, his development and implementation of the highly beneficial Passport Program in the Department of Management, and his network of contacts throughout the business community in Colorado have served students well.
theDIFFERENCE

SPRING 2011  COLORADO STATE UNIVERSITY COLLEGE OF BUSINESS  19

KEN MANNING, marketing professor, has been appointed head of the Department of Marketing. He has been an associate professor for the past 12 years. Manning received his undergraduate degree from Colorado State and his doctorate in marketing from the University of South Carolina. His research currently focuses on pricing and social influences.

BILL RANKIN, accounting professor, was appointed head of the Department of Accounting. This will be his sixth year at Colorado State, where his research focuses on the application of theories from economics and psychology to performance evaluation and motivation issues within organizations. He received his doctorate in accounting from Texas A&M University.

BRENDAN OGDEN, management professor, is the new distance section coordinator manager for the College of Business Graduate Programs. Ogden has been involved with a wide variety of MBA courses for more than 13 years. She received both her undergraduate and master’s degrees from the College of Business at Colorado State University.

TIM GALLAGHER, professor of finance, was elected Faculty Council Chair for the coming year. Faculty Council Chair is an important and visible faculty governance role. The College of Business is proud to have him as a representative throughout the University. Gallagher received his undergraduate and doctorate in finance from the University of Illinois.

new hires

JILL TERRY assumed the role of director of the Denver Executive MBA Program. Terry was formerly the director of the Executive MBA at the University of Washington and has served in several other similar positions. Terry brings to the position more than 15 years of experience in building and strengthening academic programs for both private and nonprofit colleges and universities. As director, Terry will be working in the Denver community to raise awareness of Colorado State University’s EMBA Program as well as other professional education opportunities offered by the College.

SHAWN UTECHT joined the College of Business as the Career Center liaison in late October. He has extensive experience implementing career advising and programming, as well as international experience through the Peace Corp. Utecht received his Master of Science in counseling and human systems and career counseling from Florida State University.

JENNIFER IVAN has joined the Office of Development as assistant to the director of development. She received her bachelor’s degree from the University of Montana and her MBA in project management from Colorado Christian University. Ivan has a background in sales and marketing.

CLAIRE PETTNER joined the College of Business as a graduate advisor for the MSBA and MAcc programs in early November. She has both a corporate and higher education background. Her previous roles include advising and program development for universities. Pettner was also responsible for overseeing all operations and risk management functions and staff for the Fort Collins branch of UBS Financial Services Inc. She obtained her undergraduate degree from the University of Colorado at Boulder and Master of Science in management with a focus in organizational leadership from Regis University.

BECCA ELLIS (left) and LESLIE KEMP have assumed the role of coordinators for the College of Business Communications and Operations Department. Ellis’ position will focus on undergraduate programs, career services, centers, and development. She is a CSU College of Business graduate. Her prior experience includes sales and marketing. Kemp’s position will focus on graduate programs. She received a journalism degree and an MBA from the University of Missouri. Her marketing and communications experience includes work for Hallmark Cards and Eastman Kodak as well as other smaller private, public, and nonprofit organizations.

ROSEMARY BORGER joined the College as an administrative assistant for the undergraduate program in March. Borger worked for almost three years at Morgan Library at Colorado State. Before her time with the University, she worked as a personal banker at U.S. Bank and Bank of Colorado. She has a BA in English from the University of Northern Colorado.

ANDREA FORTNEY joined the College of Business as an academic advisor for the MBA Distance Program. She has an advising and career counseling background in higher education, workforce development, youth corrections, and private practice. Fortney received her Master of Education in education and human resource studies with a concentration in counseling and career development from Colorado State.

CHUCK HANCOCK joined the College of Business as a graduate advisor for the MBA Program. Hancock received his Master of Education specializing in counseling and career development from Colorado State. He also holds a Bachelor of Science in computer science from the University of North Florida, where he studied computer programming, information systems, and business. Prior to working for the MBA Program, he worked for more than five years for Colorado State’s Career Center. Hancock enjoys all forms of advising and is still active in facilitating personal growth and team building through outdoor education and counseling in private practice.
Colorado State University’s Financial Accountability Report gives a clear look at how the University is strategically managing its resources to assure maximum benefit for students, the state, and the people of Colorado.

Colorado State University is proud to be a good steward of the public trust. The University today educates a student for 4 percent less in inflation-adjusted dollars than it did 20 years ago. CSU has done a good job of controlling its operating costs while staying focused on academic excellence.

What has changed is that, 20 years ago, two-thirds of the cost of a CSU education was paid for by the state. Today, that ratio has flipped: Individual students and their families pay for two-thirds of the cost, with the state paying the remaining one-third. For every dollar that state taxpayers invest in the education of an individual CSU student, that student will return on average $10 to the state in the higher taxes paid on their income after graduation.

These are just two of many facts included in CSU’s annual Financial Accountability Report. Each year, as part of President Tony Frank’s focus on transparency and accountability, the University publishes the document to provide easy access to CSU’s audited financial statements along with information about areas of specific concern to the University’s constituents. The report aims to provide a clear, concise look at how the University is strategically managing its resources to assure maximum benefit for students, the state, and the people of Colorado.

The report summarizes the University’s budget, costs to students (including tuition and fees), increased dependence on alternative funding sources, CSU’s economic impact, and audited financial statements and charts that demonstrate how every dollar is received and expended by the University.

The entire Financial Accountability Report is available at http://president.colostate.edu/pdf/far/index.html on the Web. Questions or concerns about the report can be sent to presofc@colostate.edu.

HIGHLIGHTS OF CSU’S FINANCIAL ACCOUNTABILITY REPORT

- Colorado State University remains among the most affordable universities for resident undergraduate students among its in-state and out-of-state peers. CSU’s annual tuition and fees for resident undergraduates ($6,985 in FY11) are 83 percent of the average of its peer group’s annual tuition and fees.
- The percentage of CSU’s expenditures spent on administrative or institutional support was 4 percent of total expenditures in FY10, below national averages.
- As part of the Campaign for Colorado State University, CSU received private support totaling $58 million. The University experienced an increase of 17 percent in the number of donors and a 6.6 percent increase in dollars raised over the previous year.
- CSU and its Colorado-based alumni account for more than $4.1 billion in household income, representing 3.1 percent of Colorado’s total household income. At the state level, CSU alumni earnings generate more than $130.8 million in annual income tax revenue and $50.2 million in sales tax revenue.
- CSU has continued its tradition of enrolling more Colorado high school students than any other campus in the state. In Fall 2010, CSU enrolled the largest and most diverse class in its history. To date, application and enrollment numbers across the board have not been negatively affected by recent necessary tuition increases.
With lofty ideals and precise goals, we continue the Campaign for Colorado State University. The College’s $55.7 million fundraising goal is designed to push the frontiers of teaching, research, and community engagement and redefine the focus of business education.

To achieve our vision of reshaping business education, the College of Business needs investors like you. We invite you to partner with us on our journey to become the best business school in the Rocky Mountain region. Together, we can make a difference!

**Buy a Brick, Build a Legacy**

Don’t miss the opportunity to participate in the College of Business Buy a Brick, Build a Legacy campaign. Whether it’s your name, the name of a family member, a teacher who inspired you, or an inspirational message, you can have an engraved brick permanently placed at the west entrance of Rockwell Hall-West, the new expansion of the College of Business.

To secure your brick(s), please visit http://advancing.colostate.edu/ROCKWELLHALLWEST.

**Order your brick today!**

Be part of the College of Business history.

**We offer two brick sizes:**

- **Small Bricks** allow for 3 lines at 16 characters per line for $250.
- **Large Bricks** allow for 6 lines at 16 characters per line for $500.

**how you can make a difference**

**SUPPORT THE COLLEGE**

Donate to the College of Business Fund. Visit www.csubz.us/give.

**CAREER INVOLVEMENT**

To participate in career fairs, conduct mock interviews, or provide an internship, contact Melissa Luna, (970) 491-0706.

**NETWORK WITH FELLOW BUSINESS ALUMNI**

Contact Jennifer Ivan, (970) 491-1184.

**CONNECT WITH US THROUGH LINKEDIN**

Join the College of Business Alumni LinkedIn Group.

**SPEAK AT A CLASS**

Contact Jennifer Ivan, (970) 491-1184.

**SPEAK AT BUSINESS DAY 2012**

Contact Susan Athey, (970) 491-5322.

**JOIN THE EVERITT REAL ESTATE CENTER**

Contact Anne Spry, (970) 491-5522.

**MENTOR A STUDENT**

Contact Felicia Zamora, (970) 491-3725.

For information on making charitable contributions, please contact Erik Olson at (970) 491-6378 or erikolson@business.colostate.edu.
class notes

1960s

PEGGY GEB (’68 Business Administration) received the Coppermark Bank Woman of the Year Award from the Edmond Area Chamber of Commerce. Geib is chief industry officer for Francis Tuttle Technology Center in Oklahoma City, Okla.

1970s

DAVID (DAVE) S. BROWN (’70 Business Administration) was a partner in the Goodrich Mortuary in Fort Collins through the 1970s. After more than 30 years in a number of business management positions in the Fort Collins area, he has returned to his first love as a director with Allnutt Funeral Service in Fort Collins. Brown and his wife, Betty, were married in Fort Collins in 1970. They have one son, one daughter, and five grandchildren. davebrown@hobendragon.com

TOM ROBERTS (’74 Marketing) currently owns a small logistics business in Dallas, Texas. aacart@ont.com

DAVE LAWSEER (’74 Business Administration) started as an insurance agent at State Farm in 1975 and plans to stay with them until the age of 75. He has been in five different offices over the years, ranging from the historic Tiley House in Fort Collins to his present office in the historic Preston Farmhouse. dave.lawser.b7cb@statefarm.com

KAY (JOHNSON) GALM (’75 Computer Information Systems) became store manager at Peebles in Spencer, Iowa, in September 2010. Peebles brings brand name apparel, accessories, cosmetics, and footwear to small and mid-sized communities.

LEEANN (RASPLICKA) BEE (’76 Business Administration) retired from Xcel Energy, where she worked as a financial forecast consultant for more than 33 years. She now volunteers in the music department at Boltz Middle School in Fort Collins. Bee also is pursuing hobbies of scrapbooking and rubber stamping. leeannbee@hotmail.com

GREG FRANK (’77 Business Administration) accepted a new job with Dell Computers as a PeopleSoft supply-chain management consultant. gfrank58@hotmail.com

BOB MCDONNELL (’77 Management) is a freelance writer and blogger for his company, Words by Bob. At the annual Colorado Press Association conference, he was awarded third place for a humorous article he wrote in the Berthoud Weekly Surveyor. wordsbybob@gmail.com

MAURICE GOODGAINE (’79 Accounting, ’84 MSBA) joined Insurance Town & Country as a personal insurance broker. She is licensed in the state of Colorado to sell property, casualty, life, and health insurance. Insurance Town & Country has been in business more than 20 years. maurice@insurancedenver.net

1980s

CHRIS KING (’82 Business Administration) is president of DPC Development Co., a privately owned real estate company with significant industrial, office, and retail holdings across Colorado’s Front Range. King has served on the Everitt Real Estate Center’s advisory board for six years. In 2009, the EREC recognized King as Entrepreneur of the Year.

RICK CALLAN (’84 Business Administration, ’93 MBA) accepted a new job with the Colorado State University Research Foundation as a real estate specialist. rick.callan@colostate.edu

ROBERT BEAVERS (’87 Business Administration) joined Poudre Valley Health System in October 2010. He is the new internal auditor. rdbs@pvhs.org

JOHN DUDLEY (’87 Management) works for MetLife selling insurance, annuities, stocks, mutual funds, and bonds for individuals and companies. He is also a part-time model, actor, and writer. Dudley has appeared in many advertisements and has made an appearance in the television series, Burn Notice. mrinvestor2u2002@yahoo.com

DESIREE CALVELAGE (’89 Accounting) is the corporate accounting manager at Advanced Energy. She resides with her husband, Michael, in Loveland, Colo. 2shangrila@comcast.net

1990s

MICHELLE DETRY (’90 Marketing) was selected one of 30 Women of Influence and one of 25 Top Performing CEOs in New Mexico. She is president of Keystone International Inc. headquartered in Albuquerque, N.M.

KRISTI (CARLIN) ORR (’94 Management) recently celebrated the one-year anniversary of her company, SweetLife Adventures. Her company offers unique experiences focused on fitness, adventure, and personal growth in a family-friendly schedule. kristi@mysweetlifeadventures.com; www.mysweetlifeadventures.com

KRISTI POHLY (’98 Marketing) and her sister, Kim Pohly, started a personalized drawing business, Couture Decor, which launched in October 2010. She is excited to promote wedding and baby lines in the coming year. Kristi’s flower business, Fleur Decor, and Couture Decor are sponsors of The Wedding Pink, which awards a wedding giveaway package to a couple affected by breast cancer. kristi@fleurdecor.com

MICHAEL (SLAUSON) CHARLES (’99 Accounting) pursued a lifelong passion after graduating to become a freelance writer. She started her company, Voice Communications, in 2007 and writes for a variety of businesses, colleges, and universities. She is married to JASON CHARLES (’96 Accounting), who is the COO of a heating and air conditioning company, Voice Communications, in 2007 and writes for a variety of businesses, colleges, and universities. She is married to JASON CHARLES (’96 Accounting), who is the COO of a heating and air conditioning...
2000

ELISE EBERWEIN ('00 MBA) was promoted to executive vice president of people and communications at US Airways. In this role, she will continue to lead all human resource and communication efforts for the airline.

2001

LINDA BENEDICT ('01 MBA) graduated from the University at Buffalo School of Law in 2009. On March 3, she was admitted to the New York Bar. Benedict is now practicing at Richardson & Pullen P.C. in Fillmore, N.Y. She says that her degree from CSU enabled her to attain this dream. All Benedict can say is, "Thank you CSU!"

2002

JASON GLASS ('01 Business Administration) is now the district manager of Automatic Data Processing. His district covers Colorado, Wyoming, New Mexico, Arizona, and Utah. ADP is one of the world's largest business outsourcing companies.

2003

BRIAN BRODERICK ('02 Computer Information Systems) is the system administrator at Poudre Valley Health System.

2004

JENNIFER GAGNON ('04 Accounting and Management, MS '05 Accounting) married Jordan Young ('04 Technical Journalism) on May 20, 2007. Their son, Nathan, was born Nov. 18, 2010. Jennifer works for Price-waterhouseCoopers, and Jordan is a store manager for Walgreens.

2005

KENNETH KELLY ('05 Business Administration) was employed at Accenture in their management consulting division, where he worked with Fortune 100 C-Level executives. Following Accenture, Kelly co-founded Blue Chip Exec in Silicon Valley, where he built a software service solution. He is now CIO of CLVR-TV, a Denver-based technology firm that specializes in web-presence management. CLVR recently released their Interactive Video Player, which allows users to click on anything in the video while watching it to "Buy It, Book It, Follow It, or Find It."

2006

Randy Zmrhal’s work philosophy since college has been to “think straight, talk straight” and to look for situations that provide a win for both the corporation and customer. His education at CSU gave him the skills to find that best scenario.

Randy Zmrhal
bs, 1970, business administration; 
ms, 1974, business

The Global Career of a CSU Alumnus

Randy Zmrhal has circled the world and influenced his share of corporations along the way – and he achieved such influence by means of productive and energetic careers in academia, the military, and the business world.

Zmrhal began attending Colorado State University in 1968. At that time, CSU was one of two schools in the nation to offer a degree in computer information systems – but Zmrhal also was swayed by the picturesque mountains on the University’s recruiting brochure.

After earning his BS from CSU, he joined the military, where he used the training and expertise he developed at CSU to serve as a programming expert. CSU Professor Norman Brammer, who recognized that Zmrhal would make a significant impact in the development of the curriculum, convinced him to return and earn his master’s. Zmrhal credits this experience as a defining one that shaped his life and career.

Zmrhal gained experience teaching large groups of students problem solving and innovation, among many other skills. While pursuing his academic career at CSU, Zmrhal also met his wife, Linda.

During his time at CSU, he launched a small consulting company and hired both Brammer and John Plotnicki, professor of computer information systems in the College of Business.

Since completing his training at CSU, Zmrhal has had the opportunity to work with several successful companies including Accenture, a management consulting firm, where he helped build the communications infrastructure.

“Without my education at Colorado State, I would not have had my career,” Zmrhal says. “CSU gave me the background and training I needed for the rest of my life.” CSU provided Zmrhal with a large knowledge base that allowed him to graduate from computer information systems and work as a consultant for a global company, for which he traveled the world on a weekly basis.

Through a career in consulting, Zmrhal enjoys working with leading-edge technology and the best and brightest clients in the field. His work philosophy since college has been to “think straight, talk straight” and to look for situations that provide a win for both the corporation and customer. His education at CSU gave him the skills to find that best scenario.

Zmrhal currently lives in Portland, Ore., where he works to preserve local wildlife habitat and spends free time biking. He and his wife have two children, Steven, 29, and Jennifer, 31.

Zmrhal stays connected with the College of Business that started it all by visiting former associates such as Plotnicki and being a guest speaker in classes.
NICK ARMSTRONG (‘07 Computer Information Systems, Marketing) and his wife, Stacy, were married in July 2010. In the last year, he was the web marketing director behind a $2 million international company and saved them $100,000 in web development costs. He is now focusing on his own marketing business in Fort Collins. Armstrong has a book due out this July, *Psychotic Resumes to Help Job Seekers in Today’s Economy*. nickmarmstrong@gmail.com

RAQUEL HENRY (‘07 Business Administration) pursued a career as a financial analyst in Austin, Texas. She recently switched career fields and accepted a job at an international marketing firm, Marcus Evans, in Chicago. The firm is one of the world’s leading providers and promoters of global summits, strategic conferences, professional training, in-company training, business-to-business congresses, sports hospitality, and online information. She recently had the opportunity to work alongside NFL commissioner, Roger Goodell, and his legal staff. raquelhenry@gmail.com

AMY (MCKEAN) KAMMERZELL (’07 MAcc) married JEFF KAMMERZELL (’07 MAcc). They have moved to Parker, Colo., where Amy is a senior tax associate at GHP Horwath PC.

DUSTIN OSBORN (’07 Business Administration) is now working for George K. Baum & Company in Denver. dustin_osborn@hotmail.com

DEANNA CAMEL (‘08 Management) is in Guaranda, Ecuador, working as a youth and families volunteer for the Peace Corps. Her primary focus is assisting a youth start-up in town, where the youth are turning old office paper into recycled gift cards. This program allows them to explore leadership, learn basic business skills, and become aware of their impact on the environment.

JUWON A. MELVIN (‘08 Management) and his college roommate, Aaron Madonna, started DreamReel Media in July 2007. Additionally, Melvin co-authored two books. His most recent is *Help! IDK What I Want to Do With My Life*. Melvin is running a start-up called LifeSoap Company, which uses all-natural soap to raise awareness of the global clean-water crisis. (See article on Page 13.) He also was a coordinator in CSU’s Center for Advising and Student Achievement until the end of May, when he left that position to pursue LifeSoap Company full-time in South America.

AMANDA SELBY (’08 Management) completed graduate school at Bowling Green State University, Ohio, with a Master of Arts in college student personnel and is currently the student recruitment and retention specialist with the College of Nursing at the University of Arizona in Tucson, Ariz. amanda.selby@googlemail.com

KIRSTIN SKRAM (’08 Marketing) married her high school sweetheart, Servando Heredia, on Feb. 19, 2011, in Denver at the Holy Ghost Church. More than 325 guests attended, 295 of them family members. skramsam@aol.com

MATT STENCIL (’08 MBA) is now a principal at Hedrick & Struggles. Prior to that, he was an associate partner at Gallup Consulting. mstencil@hedrick.com

KATY BALLOW (’09 Marketing, Business Administration) is working with Richmond American Homes/M.D.C. Holdings as the Colorado division marketing coordinator. She currently resides in Denver. kdballow@gmail.com

JASON ELLIS (’09 Marketing) and BECCA TUFT (’09 Marketing, Finance) married in August 2010. They currently live in Fort Collins. Jason is the northeast sales manager for Kyjen, a dog toy manufacturer. jason_e@kyjen.com; rebecca.ellis@business.colostate.edu

DEVIN FERREY (’09 Business Administration) received a position at Velocity Real Estate & Investments Inc. He is a potential candidate for being the Real Estate Rookie of the Year for 2010. He has also launched a property management company, Premier Property & Asset Management Inc., which specializes in managing top-quality properties. devin.here@gmail.com

RON MCCULLOCH (’09 MBA) is the business development manager and deputy technical director for golden specialty, an environmental and air testing firm based in Houston. He manages the company’s territories outside the Gulf Coast. He also has started a software venture, The Sales Transformation Suite, which is dedicated to sales training and strategic analysis. rmcculloch@mindspring.com

SUZANNE (KELLER) OMAN (’09 MBA) and Bryan Oman married on Oct. 30, 2010, in Sarasota, Fla. Friends and family celebrated with an outdoor reception at Lakewood Ranch Country Club. The couple spent their honeymoon hiking the Grand Canyon and other Arizona trails. Suzanne is the online marketing analyst for Miles Media, the nation’s largest tourist print and web publishing company. Bryan manages Beach Bazaar/Siesta Surf Company on Siesta Key, Fla.

ERIN PILSBURY (’09 MAcc) and Zach Mercurio married on May 15, 2010. erin.pillsbury@gmail.com

LANDRY PRICE (’09 Accounting) since graduating has had the pleasure to work with his older brother and his accounting firm in Alaska. His experiences thus far have taught him to challenge himself in all areas of his life – not only in the workplace. He has learned life can be changed forever in just a few seconds, so keep work in perspective and live life at the forefront.

JONATHAN ROMIG (’09 Finance & Real Estate) enrolled and is attending Gordon Conwell Theological Seminary in Boston to begin his Master of Divinity. He hopes to become a pastor for young adults.

THAMER ALKHALDI (’10 Computer Information Systems) is pursuing his degree in the MBA program at Colorado State. He has a daughter, Latifah, in third grade; son, Saud, in second grade; and son, Abdulaziz, who just turned 1. tkhaldi@rams.colostate.edu
One of the leaders of a Fort Collins-based company known for environmental awareness, innovation, and good brew is Christine Perich-Delée, who serves as chief financial officer and chief operating officer for New Belgium Brewing Co.

Perich, who has been with New Belgium for more than 10 years, launched her career aspirations while attending the College of Business at Colorado State University. Her active involvement with Beta Alpha Psi, a national honor society and professional accounting fraternity, and the internship opportunities offered at CSU as an undergraduate further shaped her future.

One of those internships led to her early career with a CPA firm in Denver, followed by a stint with CareerTrack in Boulder. She then joined the accounting firm, Sample & Bailey, where she first started working with New Belgium.

Perich started in 2000 as New Belgium’s controller, and from there, she’s taken the business to new heights.

“Being a business leader is challenging – there are so many unique and exciting opportunities. My measure of success is maintaining a profitable company while remaining a business role model. “You get to do innovative, groovy things all day, and we talk about that here at New Belgium, but if you do not understand the basic aspects of business and how to remain profitable and keep the doors open, it’s not going to work.

“We are a unique, employee-owned company,” Perich says. “We always think carefully about making the right decisions not only for our company and our vision but also for our co-workers, our community, and the planet.”

“Groovy” is a word that fits in with the culture at New Belgium, the nation’s first wind-powered brewery. The pivotal decision to use wind power was the result of a vote by the company’s employees. Allowing employees to decide such a big move is a natural part of the company’s culture, Perich says.

Environmental awareness is a key part of what makes the New Belgium brand unique – that, and its popular products. “We are environmentally conscious of how we grow, from what equipment we buy to how we use resources,” Perich says.

Another unique aspect of New Belgium’s style is OBM, or open-book management, which allows the company’s nearly 400 workers to see the company’s financial statements. Transparency as part of authentic relationships is the core of New Belgium’s values. “We promote a high-involvement culture by including our co-workers in decision making and strategic direction,” she says. “We strive to create a very open environment.”

Perich achieves a work/life balance as a proud member of a multi-generational CSU family. She lives with her husband, Floris Delée, in Fort Collins along with her twins, Matthew and Anna, both 15; and Floris’ children, Helena, 10, and Dante, 7.

“My professors were not overtly theoretical. They focused on adding real-world application to what they were teaching and how issues may show up in a real job setting.”
Jacob Castillo (‘10 MSBA) won the Monfort College of Business Entrepreneur Challenge with a business plan for Panda Bicycles, a CSU-born start-up that constructs leading-edge bicycles using sustainably grown bamboo. He is the co-founder of Panda Bicycles, featured on Page 12. jacobtcastillo@gmail.com

Drew Spear (‘10 MBA) accepted a position in August 2010 with Aramark Healthcare as director of environmental services at Huntington Memorial Hospital in Pasadena, Calif. He credits his quality education at CSU for opening doors of opportunity and for providing him with the necessary tools to be an effective leader. drewspear@gmail.com


Barry L. Burke (‘75 Business).


Joan B. Wittenwyler (CERT ‘60 Business).

Participants received an average 29 percent salary increase

33 percent of participants promoted

44 percent received new responsibilities

Elevate Your Career in a down economy

Colorado State University

Executive MBA Program

Learn more at an information session • Downtown Denver

www.DenverMBA.com

AACSB International
the company we keep
the following people spoke to students, presented at seminars, or served on panels at the college of business.

frank abagnale jr.  
ADVOCATE AGAINST FORGERY AND EMBEZZLEMENT

jill ater  
FOUNDER AND COO | 10 TIL 2

mike bacovcin  
MANAGER, DATABASE AND SYSTEMS ADMINISTRATION | CH2M HILL

subra balan  
MANAGER, GLOBAL SOFTWARE PRODUCTS | IBM

maureen barkner boyt  
FOUNDER | MOXIE EXCHANGE

jimmy bartlett  
SMALL BUSINESS SPECIALIST | CHASE BANK

eric bechtel  
FOUNDER | 1.02 MARKETING LLC

kris boesch  
FOUNDER | CHOOSE PEOPLE CO-OWNER | EXODUS MOVING

luke brunner  
FORECASTING ANALYST AND MASTER SCHEDULER | ORACLE CORPORATION

scott budde  
MANAGING DIRECTOR, ASSET MANAGEMENT; HEAD, THE GLOBAL SOCIAL AND COMMUNITY INVESTING DEPARTMENT | TIAA-CREF

kevin buecher  
ART DEALER | OURS AND YOURS

lori burge  
PRESIDENT AND CEO | COLORADO CUSTOMWARE INC.

anita m. burke  
MANAGING DIRECTOR | THE CATALYST INSTITUTE

mike burns  
CHIEF INVESTMENT OFFICER | THE ENDOWMENT OFFICE

rhonda carlson  
CORPORATE IT MANAGER | CH2M HILL

ryan j. cassidy  
BANKING OFFICER | FIRSTBANK OF LONGMONT

jim chavez  
EXECUTIVE DIRECTOR | LATIN AMERICAN EDUCATIONAL FOUNDATION

chris christopher  
 SENIOR VICE PRESIDENT (RET.) HEWLETT-PACKARD

lisa collings  
DIRECTOR OF TALENT ACQUISITIONS ARROW INDUSTRIES

monica collins  
COORDINATOR AND INSTRUCTOR OFFICE OF WOMEN’S PROGRAMS AND STUDIES COLORADO STATE UNIVERSITY

libby cook  
CO-FOUNDER | WILD OATS MARKETS AND SUNFLOWER MARKETS

sharon courtney  
FINANCE DIRECTOR | FOOTHILLS GATEWAY

kevin davis  
DEPLOYMENT MANAGER | LEPRINO FOODS

amy ruth del castillo  
SENIOR CREDIT MANAGER WELLS FARGO FINANCIAL

katie denman  
MANAGER | HITACHI CONSULTING

dawn detienne  
CO-DIRECTOR | WOMEN ENTREPRENEURS’ LEADERSHIP SUMMIT COLORADO STATE UNIVERSITY

ava diamond  
WOMEN’S SUCCESS STRATEGIST AND PASSIONISTA, SPEAKER, AND AUTHOR

nathan dorio  
ACCOUNT MANAGER | TEKSYSTEMS

maury dobbie  
PRINCIPLE | SUNHOST ENERGY

michael e. eddy  
AVIONICS SUBCONTRACTS ADMINISTRATOR UNITED LAUNCH ALLIANCE

john fox  
ASSISTANT DIRECTOR, TRAINING AND CURRICULUM | ANTI-DEFAMATION LEAGUE

matt goetzl  
SALES/DISTRIBUTION MANAGEMENT CONSOLIDATED ELECTRICAL DISTRIBUTORS

lisa graves  
AVP, MANAGER | CUSTOMER CARE CENTER, FIRST NATIONAL BANK

kurt gulder  
DISTRIBUTION MANAGER | SPORT OBERMEYER

jeff hansen  
FINANCE DIRECTOR | CITY OF GOLDEN, COLO.

mims harris  
SOCIAL JUSTICE EDUCATOR | MCCRILLIS, HARRIS, HUDGENS AND ASSOCIATES

katie hoffner  
VP MARKETING AND STRATEGIC ALLIANCES | PRIETO BATTERY

eric holsapple  
CO-OWNER | LOVELAND COMMERCIAL LLC

douglas holt  
CEO, CO-FOUNDER | CULTURAL STRATEGY GROUP

jonathan hummer  
FORECAST MANAGER | CARGILL, INC.

frank jacobs  
DISTRICT MANAGER | FORNEY INDUSTRIES

kim jordan  
FOUNDER AND CEO | NEW BELGIUM BREWERY

prue kaley  
FOUNDER AND CEO | DEANKO ENTERPRISES LLC

rachel kessler  
RECRUITER | ERNST & YOUNG

cameron kolb  
LICENSED AGENT, ENTREPRENEUR | DEANKO ENTERPRISES LLC

skip lackey  
VP AMERICAS | THE JOURNEY AND CONSCIOUS COMPANY

julie lerner  
FOUNDER | CMDIRECT

mike levy  
CO-FOUNDER NORTHERN COLORADO RENTALS

mick mastronardi  
OWNER | AXIS WEST CAPITAL
From top: Speakers Kim Jordan, Eric Bechtel, and Juwon Melvin.
calendar of events 2011

ERECE GOLF TOURNAMENT
Monday, June 27, 1:00 p.m.
Harmony Club; Timnath, Colo.
ramrealestatepartners@gmail.com

EXECUTIVE MBA OPEN HOUSE
Wednesday, June 29, 11:30 a.m. - 1:00 p.m.
Denver Executive MBA Center
Jill.Terry@business.colostate.edu

BUSINESS ALUMNI SOCIAL
Sunday, August 7 – San Diego
Sunday, October 23 – Dallas / Fort Worth
Monday, October 24 – Houston
Jenniver.Ivan@business.colostate.edu

ROCKY MOUNTAIN SHOWDOWN
Saturday, September 17
CSU Rams vs. CU Buffalos
Invesco Field at Mile High Stadium, Denver

HOMECOMING AND FAMILY WEEKEND
September 30 – October 2
Colorado State University Campus, Fort Collins
Jenniver.Ivan@business.colostate.edu