

# Celebrating 75 years

ETHICAL LEADERSHIP > ENTREPRENEURSHIP > INNOVATION





“Our goal is to provide students with every conceivable tool that they will need for a career – from skills and applications to ideas and connections. But the University of Portland’s Pamplin School of Business also offers something far more rare: a constant attention to ethical leadership, entrepreneurship, and innovation.”

Robin Anderson, Ed.D.  
Dean, Pamplin School of Business  
Franz Chair in Entrepreneurship



## Dr. Robert B. Pamplin, Jr. School of Business Administration

Fast changing technologies, new global alliances, and an unpredictable international marketplace make for a competitive yet dynamic business environment. And at the Dr. Robert B. Pamplin, Jr. School of Business Administration, our graduates have the skills and knowledge to succeed.

We believe that business at its best serves communities and makes human life richer and deeper. True to our mission, students in both our undergraduate and graduate programs find that every aspect of our curriculum is framed by an ethical and moral perspective.

Our courses are continuously reviewed to reflect the current state of business and the world. With this in mind, we recently expanded programs for both undergraduate and graduate business majors. Undergraduate students can select from six major programs in accounting, economics, finance, global business, marketing and management, and operations and technology management. Graduate students can pursue a master of business administration, a master of science in finance, a technology entrepreneurship certificate, post-MBA certificate, or certificate in financial planning.

We believe in high standards. The Pamplin School of Business is one of only a few business schools in Oregon and one of only 435 business schools out of 1,500 in the nation to be accredited by AACSB-International, the highest standard of excellence in business school education.

Our faculty are business scholars who challenge, support, and inspire their students. Our teachers are mentors. They choose to work here because they love what they do and where they do it. They are some of the leading innovators in business education, emerging technologies, and research, and they are often consultants or advisors at national and international corporations. Their research is published in nationally respected journals.

We have the tools to help students succeed. In addition to all that is offered by the Pamplin School of Business, the University's Center for Entrepreneurship, which has three times received a top tier ranking by *Entrepreneur* magazine, is a nexus of entrepreneurial activity and thinking. The Center is also a place that believes all students are entrepreneurs, not just business majors. Students from every discipline across the University are welcomed to apply their skills to founding new ideas, creations, or businesses.

Together, the ideals of the Pamplin School of Business and the Center for Entrepreneurship are a hallmark of success. With selective student admission, expert faculty, and alumni who are influential leaders in their businesses and communities across the globe, the University of Portland stands out from the crowd. We are difference makers.



At the University of Portland, we offer an education of uncommon depth. Students are schooled in the heart, the mind, and the soul. They have a chance to find their best and deepest selves here — not only intellectually, so that they can prepare for careers of innovation and leadership, but spiritually and emotionally, in ways that make their academic and cultural explorations deeper and wider. We believe an education such as this offers a chance unlike any other, and those who make the most of that chance can and do make an incalculable difference to others. I am honored to be a part of a University community whose students and alumni relentlessly strive to help make this world a better place.

Rev. E. William Beauchamp, C.S.C.  
President

## University of Portland

At Oregon's Catholic university, minds are sharpened and hearts are touched. Students explore who they are and where they want to go in life. They are prepared not just for a career, but for life.

We are the only school in Oregon to offer Schools of Business, Education, Engineering, and Nursing, an expansive College of Arts and Sciences, and a Graduate School, as well as innovative programs in entrepreneurship and sustainability.

Our professors are nationally recognized for their teaching skills, and it shows. They live and breathe what they teach. They challenge students to think in new ways and are committed to each student's success. And, our 12:1 student-faculty ratio guarantees that students are known by name, not as a number.

Rich resources mean students can choose to study abroad on five continents, apply for the honors program, take advantage of our entrepreneurship center, career center, and freshman resource center, or join one of the ROTC training programs. There are lectures, movies, concerts, NCAA Division I games, poetry readings, theatre performances, and spiritual retreats.

University of Portland graduates hold top positions in companies in Portland and beyond. The University's alumni are more than 20,000 strong and make a difference every day as doctors, teachers, lawyers, nurses, CEOs, scientists, engineers, entrepreneurs, and some of the best soccer players in the world.





In honor of its 75th anniversary celebration, the Pamplin School of Business proudly inducts eight visionary leaders into its inaugural School of Business Hall of Fame and recognizes 75 Significant Business Alumni. They remind us that business at its best can make human life deeper and richer and can impact communities in thousands of ways. They are true difference makers.



## Fedele Bauccio '64, '66 M.B.A.

Owner/Founder, Bon Appétit Management Company



Bauccio got his start in food services as a dishwasher during his freshman year at the University of Portland. Six months later, he was peeling potatoes and cleaning vegetables, and midway through his junior year he was managing the University's food service program. After graduation, he went to work for 20 years for another company,

but always dreamed of starting his own enterprise. In 1986, he launched Bon Appétit Management Company, and today it serves 500 locations and has more than 12,000 employees. "I've always had this passion about food. Somehow it got into my blood, being in that kitchen and growing up in an Italian family." The University taught him how to form relationships and to work with people of all backgrounds. "That was the platform for my success." Bauccio has long believed that flavor and taste were important in the food industry, and he was a pioneer in the move to buy as much local product as possible. "We called it farm-to-fork before it was fashionable. It started as a culinary act, not a political act." Today his company buys 30-40 percent of its food locally, spending \$70-\$80 million annually with local producers across the U.S. On sustainability issues, he is working to change the food supply chain. Social justice regarding agricultural workers is important to Bauccio. He recently witnessed "slavery" occurring in some tomato fields in Florida. His company created a code of conduct for the growers there. If they fail to follow those codes, he will not buy their products. "It's those kinds of issues that resonate with me right now and with young people today all across college campuses." With his company, Bauccio can set standards and best practices in those areas, where other companies can follow. "It's been a dream come true for me, and it all started at the University of Portland on the dish machine."

## Patrick E. Becker '63

Founder/Chairman, Becker Capital Management, Inc.



Becker, a 1963 graduate of the University of Portland, started his career in finance after a short stint in law school, working for a couple of years at Proctor and Gamble and for his father-in-law in Boise, Idaho. He later returned to Portland and was hired by Dean Witter & Company. He was moving up in the company, but decided to head

out on his own in the field of investment management. He did so in 1976 by starting Becker Capital Management, "where I've been ever since." The company remains independent and employee owned, notes Becker, at a time when many investment firms have sold themselves to financial conglomerates. Reflecting on his University experience, he praised former professor and mentor Art Schulte, "who would spend long hours with his business students after class helping them understand statistics." Today, he considers Schulte a good friend. Becker and his wife, Jo, have been active in their community over the years. "I've had a total career, with outside interests, other than Becker Management. I've always been thinking in terms of the greater good for all, and not just about me personally." He was parish council president at Holy Trinity in the early 1970s and served on the University's Board of Regents for 12 years. He is currently on the boards of the Providence Child Center and the High Desert Museum in Bend, Oregon. He and his wife chaired the University's last campaign, which lasted seven years and raised more than \$116 million, funds that helped raise the endowment and pay for endowed scholarships. The Beckers have four children including two sons, John and Patrick, Jr., who graduated from the School of Business. "I'm an honest businessman," he notes, "and have been since the day I opened my firm."

## Albert Corrado '55

Partner/Vice President (Retired), Columbia Management Co.



Corrado grew up in downtown Portland — on Fourth and Clay — in a blue-collar neighborhood, surrounded by people whose native languages included Greek, Swedish, Gaelic, Chinese, and Norwegian. His parents both emigrated to the country from northern Italy, and his father ran a grocery store and a tavern. As a youngster, he

dreamed of following in his dad's footsteps. "To own your own grocery store, now there's rich and famous," he once said. When Corrado graduated from Central Catholic High School, he got the "crazy idea" of going to the University of Portland. "This was a wild idea. College was for rich kids and geniuses, and I was neither brilliant nor rich." He ended up enrolling, commuting from off campus, working odd jobs and eventually graduating. But it wasn't until serving in the United States Air Force that he realized he was adept in the world of finance. After the military, he returned home to Portland and started an investment company with a longtime friend, Thomas Gerhardt, who later passed away from a heart attack early in Corrado's career. The business eventually merged with another to become Columbia Management Company, where Corrado was a partner with two others. He stayed with the company for more than 40 years. A past chairman of the University's Board of Regents for seven years, he and his wife Suzanne have given generously to his alma mater. Their gifts have helped build Corrado Hall, a residence hall on campus, and provide for student scholarships. "It was a great responsibility," he said of his years on the board, "but I thrived on it. Lots got done." In a 2001 commencement address, Corrado noted, "The University of Portland at its best is a seed, a kernel, a nugget inside you, that stays with you, that will grow and grow and grow over the years." His advice to graduates that day: "Let it grow."

## Robert Franz

Chairman (Retired), Key Bank of Oregon



Franz chose a career in banking, partly because other family members were already in the bakery business. In 1937, he enrolled at Columbia Prep, the high school that shared the bluff with the University of Portland until the 1950s. As a freshman, he quickly grew to appreciate the teaching methods of Holy Cross priests. "The way they did discipline

and the way they taught was very loose and with a very relaxed sort of feeling," he said of the priests. "I immediately fell into the groove. I liked it." His experience at Columbia Prep led him to attend the University of Notre Dame, where he was reunited with several of his former high school teachers. After graduating in 1948 from Notre Dame, he went to work for a bank and stayed in that field for the next 35 years. "When I joined the bank, it was a single unit operation with some 15-18 employees and with \$6 million total assets. When I left, it was an \$850 million institution with 45 branches from Portland to Eugene." A member of the University's Board of Regents, Franz was involved with several community activities over the years and was inspired by the Boy Scouts of America. "I've never been in an organization since that works the volunteers like they work the volunteers." He also found it rewarding to help Providence Health System add a research component to its basic health care program. Generous gifts from him and his sister, Elsie Franz Finley, enabled the University to build Franz Hall, which houses the Pamplin School of Business; to establish the Franz Chair in Entrepreneurship; and to create the University Center for Entrepreneurship. Their intent, he said, was to help make the University "one of the major educational institutions on the west coast. In order to do that, somebody had to step forward." A co-worker once told Franz, "You're not really a banker. You're an entrepreneur. You're always sort of a driving force."

## John Heily '67

President/CEO

Continental Mills, Inc.



Heily recalls his experience at the University of Portland “like it was yesterday.” He was the first in his family to earn a college degree, graduating with a business degree in 1967. “It was one of the proudest moments of my life.” Soon after graduation, he moved to Seattle and went to work for Continental Mills, Inc., a flour mix company with brands

that include Krusteaz and Ghirardelli. At the age of 33, Heily became president and chief executive officer of the company, which was in financial trouble at the time with ownership scattered throughout the country. “It was a challenge,” he said. “The rest is history.” Today, the company has more than 700 products and more than one million square feet of manufacturing distribution and office space. Its products are sold in every major grocery store throughout the U.S. and North America. Heily notes that the company has an icon to describe what it represents, stressing the importance of people and its customers. “It’s a symbol that resonates throughout the organization and is very important for our core culture.” He adds that he got the idea for the symbol, which he has used for more than 30 years, from a finite math class at the University. He has served on several boards, including the University’s Board of Regents, and is proud of his family’s Heily Foundation, which pays for the entire education of children who otherwise could not afford one. The University of Portland, he says, “gave me a chance, I cannot forget.” His favorite two words in management are fierce pride, adding “There is a fierce pride throughout the Pamplin School that is very obvious to me.” He “got goose bumps” when he was notified about being in the business school’s Hall of Fame. “When I look at the other inductees, I am very humbled. It’s an incredible honor to be recognized by a school that gave me so much.”

## Robert B. Pamplin, Jr., Ph.D.,

D.Min, '68 M.B.A., '75 M.Ed.

President/CEO, R.B. Pamplin Corporation



Pamplin, whose ties to the University of Portland go back several decades, talks about “a red hot spark of enthusiastic excitement” on The Bluff. The University, he says, blends “important ingredients of faith and education with the qualities of being a whole person and recognizing that it’s just not you.” Pamplin, who earned master’s degrees

in business and education from the University, has long been one of Oregon’s most creative and successful businessmen, primarily via his role as president and CEO of the R.B. Pamplin Corporation, a family-owned company with annual sales of about \$650 million. He is the author of some 13 books and founder of the *Portland Tribune*, Columbian Empire Farms, and Your Northwest retail stores. He is an ordained minister, a scholar of the Civil War, and owner of a major private collection of Western Indian art. He has served on Presidential and state commissions, and as chairman of the board of trustees for three colleges and the Portland Art Museum. His generosity over the years to the University of Portland helped establish the Dr. Robert B. Pamplin, Jr. School of Business and the Pamplin Professorship, the University’s first endowed faculty position in 1969. He served as a member of the University’s Board of Regents from 1971-79 and as a regent emeritus from 1980 to the present. He earned an honorary doctorate at the University in 1972 and the University’s first Distinguished Business Alumnus Award in 1989. “The University of Portland has a unique quality of trust and purpose,” he notes. “It captures a significance of building emotional spirit and a commitment of value of character. Those are significant ingredients to illustrate the importance of a university. Because of that, it causes people to want to link up to the mission and make what the University stands for possible.”



## Barbara Sue Seal

Founder/Owner, Barbara Sue Seal Properties



Seal started selling real estate in 1976 when she needed to help pay for her daughter's college education. She wanted a career that would allow her to earn money and be available for her younger son. After working for a firm for seven years, she decided to branch out on her own, starting with a "boutique" of about eight employees, a

company called Barbara Sue Seal Properties. "We wanted to set ourselves apart" from other real estate companies, she said. "It's the biggest investment most people make in their lives, and I thought it should be handled with skill and with caring and in an atmosphere that was conducive for people making the correct decisions." Within six months, her firm was "knocking out walls" to accommodate more staff. Operating in a depressed financial market, "we set them on fire," she proudly notes. "We grew to 15 offices and a billion dollars in sales. It was quite a ride." Seal sold the company in 1997, in part to spend more time with her husband Bill and other family members. The 15-hour days, seven days a week were beginning to take their toll on her. But Seal still consults in the real estate industry and makes occasional sales. "I'll do deals forever. I love the art of the deal." She served for 12 years as a member of the University of Portland Board of Regents, noting "it was a special place from the moment I set foot on the campus." The University's students are offered a well-rounded education, including an emphasis on community service, she stresses. "I believe in the end product of the University. It is a great investment." Seal and her husband spend much of their winter months in California these days and she still pinches herself about what she was able to accomplish professionally. "It was a miracle and a dream."

## Donald Shiley '51

Founder and Inventor (Retired), The Shiley Company



Shiley grew up on a five-acre farm in central western Washington. He had two brothers and was always the one fixing things. He started his higher education at Oregon State University on a scholarship but could only afford one year, so he joined the Navy. He was 27 when he got out of the military and "itching to finish college." So

he enrolled at the University of Portland, largely because of its brand-new engineering building, becoming one of the first engineering graduates in 1951. By 1971, Shiley had teamed with a young heart surgeon in Sweden named Viking Bjork to create a tilting disk valve. Over the years, the Shiley Company sent these valves to thousands of hearts, saving lives worldwide. The company was one of the first in the world to invent "clean rooms" for the production of intricately machined medical equipment. It was one of the first medical companies to invite its employees to be shareholders. "It's not often you'll find someone with the skills of an engineer who can also build a successful business," said Rev. Thomas Doyle, C.S.C., the University's Executive Vice President. "Donald is a difference maker." He eventually sold his company to Pfizer, in his late fifties, and wanted to return to tinkering and dreaming. That's when he met Darlene, an actress, singer, star of local musicals and plays. Over the years, the Shileys have been generous philanthropists in their San Diego community. And more than 50 years after he graduated from the University of Portland, the Shileys made the lead gift to renovate and expand an engineering building that had become old and tired. "Donald P. Shiley Hall transforms the School of Engineering," Doyle said. "We've had great faculty, great students. Now we have a great facility." Donald Shiley said it best, summarizing his amazing accomplishments. "Find the gift that God gave you, sharpen it, hone it and train it, and then go use it."



## Brian Adams '96 M.B.A.

Associate Professor, University of Portland



Adams is “in the business of helping people increase their level of knowledge.” A business professor at the University of Portland since 2003, he was inspired to pursue an academic career by three University of Portland professors — Howard Feldman, Todd Easton, and Todd Shank. Other men-

tors include his parents, Duffy and Char Adams, and his uncle, Lee Golden. “I need to continue to improve myself and to help those around me who want to improve their lives, too.” If he does his job correctly, he says, he is “improving their lives through a better understanding of finance and, hopefully, better career opportunities.” Adams is a strong supporter of libraries and praises the international relief efforts of Mercy Corp. His goals include learning how to play the guitar and passing the CFA exams.

## Chuck Bauer '88 M.B.A.

Senior Managing Director, TechLead Corporation



Bauer specializes in strategic technology planning, market analysis and international business development for the electronics packaging, interconnection and assembly industry. He lectures throughout the world on technology and business topics, and serves on several corporate boards and interna-

tional corporate, government and educational institution advisory councils. He currently chairs the Surface Mount Technology Association (SMTA) International Development Committee and is working closely with the Pamplin School of Business on curriculum initiatives. Bauer is a staunch supporter of the School because of its commitment to education beyond the classroom. “There is tremendous value in applied learning through immersion,” he says. “The hands-on opportunities the Pamplin School provides are always innovative, global, and ethical and it’s an honor to be part of such a tradition of excellence.”

## Jean Auel '76 M.B.A.

Novelist



Auel, a best-selling author from Portland, is best known for her *Earth's Children* books, a series of historical fiction novels set in prehistoric Europe that explore interactions of Cro-Magnon people with Neanderthals. Her books have sold 34 million copies worldwide in many translations. Her

first book, *The Clan of the Cave Bear*, was nominated for numerous literary awards, including an American Booksellers Association nomination for best first novel. After several years of working on the series, she says she may try writing a mystery or science fiction book. Throughout her career, she has enjoyed doing the extensive research and travel necessary for her books. When asked about a career in writing, she said, “For all the effort, it’s what I want to do for the rest of my life.”

## John Becker '90

System Administrator, Becker Capital Management, Inc.



Becker has high praise for those who work at his family’s company, which provides value-driven asset management for individuals and institutions. “We have been blessed with quality, long-term employees who are very good at what they do.” He lists several causes he supports, including

University of Portland and Jesuit High School for the education they provide, and Providence Child Center for the services it provides. His guiding principle: “Honesty and humor make for an enjoyable day.” His mentors are Pat Becker, Sr., Jo Becker, and Janeen McAninch. His advice for business school students: “The work week goes by much faster when you like or love what you do.” Becker recalls fondly time spent studying abroad in Salzburg, Austria and the many friends he has who also attended the University.



## Patrick Becker, Jr. '88

Principal, Becker Capital Management, Inc.

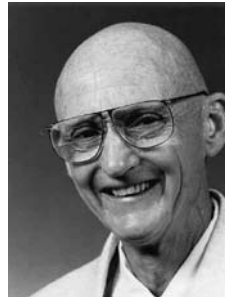


Becker Capital Management is an investment firm that manages more than \$1.8 billion for individuals and institutions across the country. One of the benefits of his career, according to Becker, is “working with intelligent, passionate employees and helping clients meet their lifetime goals.”

Becker and his wife Tabitha have four children and pour much of their energy into education and children’s charities, including University of Portland, Boys and Girls Aid, Jesuit High School, American Heart Association, and Special Olympics. His guiding principles include, “Do well whatever you do.” He credits the University of Portland for teaching him to keep balanced over the years and how to interact well with others. His mentors include Pat Becker Sr., Spencer Strahan, Steve Shepard, and his wife. His goals include “watching my children become fantastic human beings.”

## Gerald (Jerry) Bitz '57

CFO (Retired), Cascade Corporation



Cascade Corporation is a leading worldwide manufacturer and continues to grow as a premier supplier of lift truck attachments and related products, according to Bitz. His role at Cascade allowed him to be connected with nearly every function of the company, which enabled him to inter-

act with a variety of people. His favorite causes include secondary education and those that address social justice issues. He advises business students to have a spiritual life, take time to volunteer and serve in the community, and make family a priority. Bitz describes his experience at the University of Portland as life-changing. He worked 40 hours a week while attending classes and was in the Air Force ROTC program. He says he always felt better educated than his peers from other colleges and universities, particularly in art, literature, and ethics.

## Jim Berchtold '63

Senior Vice President (Retired), U.S. Bank



Berchtold is chairman of Mt. Angel Telecommunications, which was founded in 1910 by his grandfather and later run by his father. The company serves the greater Mt. Angel calling area. He retired as a senior vice president for U.S. Bank. Early in his career, he recalls fondly of his time in

Washington, D.C. as a Bancorp Fellow in Oregon Senator Mark Hatfield’s office. Berchtold is proud of his German and Swiss heritage, which inspired his belief in the importance of giving back to the community. His goals yet to be achieved include learning Spanish and playing the piano. He enjoys working with youth and spending time with family. He advises business students to be confident, but not arrogant, to be open to mentoring and coaching, and to listen to Denis Waitley tapes.

## John (Jack) G. Block '71

President, Block Electric Company



Block Electric, founded in 1920 by his grandfather, is an electrical contractor specializing in commercial, industrial, institutional and telephone/data installation. Block joined the company immediately after graduating from the University of Portland and became its president in 1980. He enjoys his

involvement as a leader in the electrical contracting arena in Chicago. His mentors include his father, an attorney who became Jack’s legal counsel, and a college friend who as an accountant helped with his financial affairs. Block has transitioned from the daily management of the company but continues to enjoy his involvement with employee relations and pension/benefit packages for electrical contracting unions and associations in the Chicago area. “In labor relations, I have applied 100 percent of everything I learned from business school. I never could have been successful without the University of Portland.”



## Tom Brenneke '84

President/CEO, Guardian Real Estate Services



Brenneke is intrigued by the operations side of his company, a third-generation real estate management and investment firm founded in 1971. Although he is proud of what his company has achieved, he admits at times it is “all-consuming.” His favorite causes involve working with

youth. His guiding principle is “be honest and do the right thing.” His five ideas for business students are “Learn finance and accounting (most business students he hires these days do not have a solid foundation in those two disciplines). Work to distinguish yourself. Develop and maintain many relationships. Live within your means. Read the book, *Outliers* by Malcolm Gladwell.” He describes the University of Portland as a “great incubation place for young minds.”

## Kevin M. Cooper '89

Senior Vice President, CLR/CRA Inc.



Cooper, of Los Angeles, describes his organization as a boutique real estate firm and says his job allows him “the ability to blend business, social, and personal relationships and to put the client first.” His favorite causes are Catholic organizations that have impacted his life. His goal never

changes: “Be a good son, brother, uncle, nephew, cousin, brother-in-law, godfather, friend, and ethical businessman.” He admired his father’s “unwavering integrity in every single aspect of his life, and he was a man that exuded empathy.” His guiding principle is to simply try and be a good person. “Treat people well in all avenues of life, including business and personal relationships.” As a University of Portland student, he marveled at “how down to earth and friendly the students, faculty, and staff were.”

## Craig Christenson '83

Senior Vice President & Head of Strategic Initiatives — Corporate Banking, U.S. Bancorp



Christensen worked with U.S. Bank for 25 years and recently left the organization after serving as a senior vice president. He says he enjoys the world of commercial banking because it provides a unique forum to learn about companies and industries that comprise the U.S. economy. He is a board

member with the YMCA and is active with the University of Portland’s Center for Entrepreneurship. He also supports the Lake Oswego Schools Foundation and the Children’s Cancer Association. His guiding principle is to “treat others as you would want to be treated.” He credits his father for introducing him at a young age to the stock market, which led to a life-long passion for the world of business. “Entrepreneurs are critical to a region’s vitality and growth, and Oregon is no exception.”

## Chris Corrado '82

President/CEO, Environments



Corrado and his company are in the business of helping people create inspired workspaces. “The pedestrian version: we sell office furniture. We actually act more as consultants than sales people.” He learned the business by delivering and installing furniture during summers in his college years.

“It’s great fun to see a gray empty space one day become an eye-popping, dynamic, colorful, productive place where people spend most of their waking hours.” When he asked his father for advice on his career, the elder Corrado replied, “Well, you know office furniture.” Chris Corrado adds, “The rest was history.” His college education, he says, helped him find his faith again and led to his career success. Among his many mentors are his father Albert Corrado '55, and University of Portland professors James Seal and (retired) James Covert.



## JJ Crane '98,'06 M.B.A.

Supply Chain Operations Analyst, Hewlett-Packard Company



Crane oversees the entire end-to-end operations of the inkjet printing category for Hewlett-Packard's North America region. He enjoyed working in China, Singapore, Malaysia, Thailand, and Vietnam. He is an avid outdoor enthusiast and supports environmental causes and new clean-

energy technologies. Among his goals yet to achieve is "stoking entrepreneurship itches" related to his home micro-brewing hobby. His advice to business students: "Leadership maturity means recognizing you don't need an answer to every problem, but rather you are willing to open yourself up to other points of view and look past your own." Crane appreciated the small classes and the cross disciplines he encountered as a student. "Professors always made you feel like your ideas and input were valid."

## Joe Daltoso '84

CEO/Chairman, IntelliScience



Daltoso describes his company as one that "enables you to engage computing power to discern vital information from massive and mission critical data sets." Formerly the CEO and chairman of Micron Electronics, Inc., his favorite cause is working with children, including time he spent in Chile with his

family working in an orphanage. It had a profound effect on his life. The orphanage project in Chile is an incomplete personal mission, he says, and he wants to "pick that up again in his life and tie those strings together." His mentor is his father, a former high school and junior high principal who did not ask people to do things that he would not do himself. Another mentor was Rev. John Wironen, C.S.C., who was director of the University of Portland's Salzburg program while Daltoso attended school there.

## Trent Davis '95 M.B.A.

President/CEO, Paulson Investment Company



Davis has enjoyed working with family, including Chet Paulson, his father-in-law and mentor at Paulson, a leading investment bank for emerging companies nationwide and the Pacific Northwest's largest independent full service brokerage firm. Outside of the office, he has been busy participating

in the Mt. Hood Ski Education Foundation, coaching junior baseball and being involved in the Lake Oswego community. Davis pursued his MBA at University of Portland while working at Paulson and recalls taking naps in his car while parked on campus and waiting for classes to start. His advice to business students: "Soak in and take full advantage of your university years. Don't get discouraged with today's economy. There is money to be made." He believes it is important to respect others — children, friends, and colleagues — and expect it in return.

## Brian Dexheimer '84

V.P., Sales & Marketing, Seagate Technology LLC



Dexheimer worked for a leading independent maker of hard drives that are used to store data in computers. His guiding principles include advice from his mother, who told him early on, "You have two ears and one mouth — listen twice as much as you speak."

His personal goals include helping, as a father, his family members find their life's passions and to help them achieve them. His mentors include his father-in-law, who encouraged him to enter the high-tech industry after college and helped him get started in his career. Dexheimer's advice to business students: "When looking for a job, don't just evaluate the company — evaluate the people who work there (if you can). Find out who they are, what they stand for, and how they treat people."



## Clifford Dias '73

CEO/President (Retired), OnPoint Community Credit Union



Dias always considered himself as a fix-it kind of guy. When he arrived at what was then known as Portland Teachers Credit Union, there was a lot of cleaning up he had to do. He has his own twist to the golden rule: “Treat people how ‘they’ want to be treated.” He calls this the “platinum

rule.” He describes himself as “people-oriented.” His mentors include the Franciscan nuns he had in high school in Hawaii. The “rap on the back of the head” left a lasting impression on him. Another mentor, former University of Portland vice president Art Schulte, taught him that a business (and university) needs to be financially healthy. His advice to business students: “Take Spanish and learn it fluently. Learn about yourself. Learn how you are wired.”

## Steve Doerfler '98

Chief Financial Officer, Allen Lund Company, Inc.



Doerfler began his career on the sales floor of Allen Lund Company, which is primarily a transportation broker that contracts with trucking companies to move shipments of goods domestically and into Canada. That experience gave him a better understanding of the different needs of the company's

employees. He and his wife are strong believers in the importance of Catholic education and support the University of Portland's Salzburg program with an annual scholarship. His goals include growing his business to \$500 million in revenue and to be a good role model for his two sons. As a University of Portland student, he received a solid base in business fundamentals. “I also feel the Catholic values at the University are essential in the way I manage both my personal and business life on a daily basis.”

## Pudjiono Djojonegoro '80

Managing Director, P. T. International Chemical Industrial

Djojonegoro heads up a company based in Jakarta, Indonesia, that is a leader in developing new sustainable technologies for dry cell batteries. P.T. International Chemical Industrial manufactures, distributes, and sells in 69 countries worldwide. Djojonegoro launched PT Djojonegoro C-1000, a dietary supplement firm, and partnered with Takeda Food Products (Japan) in 2004 to manufacture and distribute supplements throughout Hong Kong, Australia, New Zealand, Papua New Guinea, Taiwan and China. Their flagship product is “YOU C-1000 Vitamin Lemon” drink. Djojonegoro has been a big supporter of the University's engineering program, helping to fund the purchase of new laboratory equipment as part of a matching grant. A University's President's Club Fellow for 2008, he is a strong believer in giving back to educational organizations that have helped him achieve his goals.

## Mike Dowse '89

President & GM, Amer Sports Winter & Outdoor Americas



Dowse describes his business as the world's leading sports equipment company with major brands including Salomon, Wilson, Precor, Atomic, Suunto, Mavic, and Arc Teryx. He and his wife, Jennifer, a 1988 University of Portland graduate, have traveled worldwide — moving nine times —

on behalf of the company and now live in Ogden, Utah, where they volunteer in schools and community events and support a homeless shelter. Dowse's advice to business students: “The harder you work the luckier you will be.” He says he still loves and feels fortunate to be in the outdoor/sporting goods industry. He met his wife while attending the University, which taught him how to have balance in his life. “To be happy, one must make choices that support your spiritual, family, professional, physical, and social well-being.”



## John R. Emrick '64

CEO/Owner (Retired), Norm Thompson



Emrick's entire career has been with Norm Thompson, a retail catalog merchant featuring products from around the world. His guiding principle concerns environmental sustainability. "We are stewards of our land and all things on it. That leads me to causes helping people see opportunities to

make a contribution to the planet." Emrick loves validating others, being a cheerleader and mentor. His mentors include Norm Savinar, Del Snyder, David Platt, Bill Swanson, and Jeff Holbrook. His favorite memory at the University of Portland, where he currently serves as a member of the Board of Regents, was "finding the love of my life, my wife, Jane." He says he graduated from the University feeling good about himself, and "had many opportunities for developing deeper relationships that have stood me well both personally and in my business career."

## Steve Farley '66

Vice Chairman (Retired), Allegretti & Company



During his 40-year career, Farley was able to "utilize and exploit to the fullest" knowledge from nearly every business course he took at the University of Portland. He says his education was time and money well spent and ultimately paid off in preparing him to become a successful busi-

ness professional with a real understanding of economics, marketing, tax and cost accounting, as well as several other areas. His favorite causes include education, Big Brothers, and cancer research. His guiding principles: "Love conquers all," and "nothing great was ever achieved without enthusiasm." His mentors include his parents, siblings, and parish priest. He advises business students to "teach by example, maintain a grateful heart, and love people, not things." He attributes his good fortune to his "total person" education at University of Portland.

## Jim Etzel '85

President and Founder, SportsOne Inc.



SportsOne Inc. is a sports and entertainment company founded by Etzel in 1995. The company has created and managed world-class golf events and recently helped shape the Eugene '08 Festival surrounding the US Olympic Track and Field Trials. His favorite cause is the Etzel Family Scholarship

at the University of Portland, where both his parents attended. His father, Joe Etzel, also his mentor, spent 43 years at the University as a coach and athletic director. Jim appreciates the "core values that are emphasized at the University of Portland." His guiding principle: "Integrity. Without it you don't have self respect, the respect for others, or the respect of others." His advice to business students includes "bring common sense and a strong work ethic to every opportunity and task."

## Steve Feltz '77

Treasurer & Controller, NW Natural



Feltz says he became a much better listener when he worked in the customer service group at NW Natural. He enjoys listening to people and working in teams to solve problems. Wes Radford, another former CEO at NW Natural taught him "how to be kind to employees and to meet each

on a personal level." His mentors include Bruce DeBolt, former CFO at NW Natural, who taught him "it was more important to do the job well than do it fast." Another is Dick Reiten, a former CEO at NW Natural, who Feltz describes as "a very astute businessman and who led a very balanced life." His advice to business students includes: "Don't get discouraged. Stay the course and work hard. Be a visionary and imagine what things could be like."



## Kelly Frank '90, '08 M.B.A.

Controller, The Parr Company



Frank has worked for The Parr Company, ranked the 14th largest building material supplier in the nation, for 15 years. She earned her bachelor's in accounting in 1990 and M.B.A. from the University of Portland in 2008. She soon discovered her true passion was in private industry,

where she could not only participate in the day-to-day operations, but also be part of the long-term and strategic vision of the organization. Returning to school for her M.B.A. after 15 years, Frank wanted to just "blend in" to her first M.B.A. class. But at the end of that course, professor Howard Feldman asked her to share with the class some insight on the employment negotiations her company had just gone through. "So much for blending in," she noted. "To this day professor Feldman is my favorite UP professor."

## Joseph Garaventa '81, '84 M.B.A.

CEO Operations, Garaventa Enterprises



Garaventa heads a company that includes refuse collection and disposal, recycling services, commercial real estate development and management, and beer manufacturing. He enjoys the diversity of each endeavor, which requires a different skill set to be successful. He supports the

Community Youth Center in Concord, Calif., or any organization helping at-risk youth. His mentors were his parents, Mary and Silvio Garaventa, and Bishop Paul Waldschmidt, C.S.C. He appreciates his experience at the University of Portland, where "the feeling of community was always amazing." University professors stressed "that there is something far greater out there than yourself. The idea that we are put on this earth to help each other whenever possible. These are all wonderful ideas that are timeless and are at the core of what UP stands for."

## Sil Garaventa, Jr. '71

CEO, Garaventa Enterprises



Garaventa enjoys problem solving and interacting with politicians, the community, and other governmental officials in his position as CEO of a northern Californian company specializing in solid waste and recycling services. His guiding principles include "service at a fair and reasonable

price." His mentors include former University of Portland vice president Art Schulte, who taught him about business ethics and integrity, President John Kennedy, who stressed "commitment to community," and his father, Sil Garaventa, Sr., for helping him learn about the company he now runs. His advice to business students: "Stay focused, grounded, and balanced with your business career, family, and your community." His University of Portland experience taught him "to listen and respect others' opinions and the power of personal relationships."

## A. Richard Grant '60

Magistrate Judge, Ada County (Retired), State of Idaho



In retirement, Grant works part-time as substitute magistrate court judge in several Idaho counties, where he handles felony cases during the arraignment stage of the legal process. He enjoys the challenge of sorting out facts and applying the law in the courtroom. From his mentor Frank

Harrington, a business law professor at University of Portland, he learned "to think like a lawyer, even in business school." Another mentor, George Van Hoomissen, former Multnomah County District Attorney, taught him "to be a prosecutor, which mainly involves the presentation of evidence, sufficient to convince a jury beyond a reasonable doubt of the guilt of the defendant." His advice to business students: "Always be mindful of those that are not as fortunate as you and that don't have the opportunities that you have."





## Dave Grove, Jr. '83

Senior Vice President, Morgan Stanley/Smith Barney



Grove says he is a wealth advisor, who no longer is involved with securities trading, which is how he began his career. He now advises people about their investments. The most enjoyable part of his career is when people say, “thank you.” His family is his favorite cause, but when he has more time in

his life, he wants to support women and children who live in abusive situations. A goal he has yet to achieve is to lure one of his children into his business. Grove uses the phrase “hate-to-lose” to describe himself. His advice to business students: “Stay in school and get your business degree. Regardless of whichever profession you ultimately choose, a business background will be extremely beneficial.”

## Roy Heynderickx '83 M.B.A.

President, St. Martin's University, Lacey, Wash.



Heynderickx leads a Catholic, Benedictine university, which enrolls about 1,250 students from several ethnic and religious backgrounds on its main campus, and 650 more on its five extension campuses. Heynderickx has spent the bulk of his career in higher education, including the

University of Portland, and notes it has been an “exciting and challenging experience, with constant exposure to so many opportunities.” His mentors include former University of Portland vice president Art Schulte, who helped him become a successful administrator. Noting his life-long interest in restoring old cars and houses, he wants to oversee a major renovation of St. Martin's University. His advice to business students is to be life-long learners. He refers to the book by Marshall Goldsmith: *What Got You Here Won't Get You There: How Successful People Become Even More Successful*.

## Donald Joseph Hanna, Jr. '84

President, Hanna Network, Inc.



As president of a real estate services company, Hanna says he helps clients achieve their dreams. His work includes rental management of houses and apartments and facilitating people who want to own their own business. He leads by example, “or I try to.” One of his guiding principles is “to

treat people the way I would like to be treated, with honesty and integrity.” Hanna's mentor, his father, taught him “how important family is.” When asked about his experience at the University of Portland, he noted, “It was almost like family. It was a wonderful experience. I felt like the professors cared.” He stresses the importance of parents, alums, and others to stay involved with the University “to ensure that it goes on forever.”

## Debbi Hinton-Money '91 M.B.A.

Executive Vice President of Operations and Chief Financial Officer, KCET-TV, Los Angeles



Hinton-Money has spent most of her career in the non-profit sector. KCET, a non-profit media corporation, is primarily an education institution that uses the power of the media for public good. “The non-profit world is focused on long-term impact and results, not quarterly profits, but a

non-profit organization is a business and has to be run like one.” She is passionate about children's literacy and a strong supporter of her local food bank. Her mentors include several former bosses and her father, who told her at an early age that she could achieve anything she set her mind to and who insisted that education was the key. Her advice to business students includes: “Don't be afraid to admit what you don't know or you will never learn what you need to.”



## Robert Jesenik '89 M.B.A.

CEO, Aequitas Capital Management



Jesenik heads an alternative investment firm providing private equity and commercial finance products to the middle market, health care and energy sectors. He has enjoyed building a team and growing the business over the last 15-plus years and providing innovative financial solutions to

individuals and institutions. Co-chair of the Special Olympics of Oregon, he encourages all of his employees to do community service. His guiding principles include, "Keep the faith and perspective in all the decisions one makes. Err on the side of keeping relationships intact." His mentors include advisory board members of his firm and a high school English teacher — Mr. Johnson — who exposed him to the world of critical and logical thinking. His advice to business students: "Persistence is the hallmark of success. Too many people back off from challenges too quickly."

## Robert Johnson '90

Managing Director, China Investment Banking,  
Merriman Curhan Ford



Merriman Curhan Ford is a financial services firm focused on fast-growing companies and their institutional investors. Johnson says there is "no finish line" in his field. He enjoys the prospect of a new challenge every day. He has had several mentors throughout his life, including business col-

leagues, partners, and family. He believes that by observing and "copying" excellence, one can become successful. His advice to students: "Nothing is going to make up for hard work. When interviewing for a job, keep at it. Push yourself to be aggressive and tenacious, almost to the point of becoming a nuisance." He has high praise for University of Portland business professor Bahram Adrangi, and enjoyed the University's small class sizes, hands-on approach to teaching and easy access to professors.

## Tom Keenan '70

President, Portland Bottling Company



Keenan enjoys the challenges of successfully turning around businesses that are facing significant problems. Some of his most challenging business issues have included starting multiple businesses over the years, the long learning curves associated with start-ups, and facing layoffs of

valued employees. His favorite causes include St. Patrick's Parish, Catholic Charities, Catholic education and muscular dystrophy. His guiding principle is to "be a good Christian who treats others as you want to be treated. His advice for business students is to "be true to your heart. Love your fellow humans." His father is his mentor. He describes himself as "fair and honest," and his study abroad experience as a college student in Salzburg as transformative. "The University of Portland taught me that anything is possible if you believe in yourself."

## Patrick Kessi '99

Member/Owner, PHK



Kessi's career involves purchasing, developing, holding, managing, and selling real estate. He enjoys the opportunities for growth in the industry, but notes the uncertainty of the economy and its effect on real estate has been challenging. A member of the University of Portland Board of

Regents, his favorite causes are the University and the Catholic Church. His guiding principle is "asking God for wisdom and guidance." One of his goals is to travel to Rome when the next Pope is being elected. An entrepreneurship class at the University of Portland helped him realize "anything can happen in life or in business if you set your mind to it." His advice to business students: "Do what you say you are going to do and take full responsibility and accountability for both your actions and those of the people you supervise."



## Kelly Krautscheid Van Horn '85

Business Manager (formerly),  
Providence Health & Services



Krautscheid Van Horn has enjoyed working for not-for-profits, and feeling that she was helping the world in a small way. Other career highlights included working for a high-tech start-up and being able to make decisions with a minimum of bureaucratic interference. Her favorite cause is Free

Wheelchair Mission, which provides inexpensive wheelchairs (made of resin lawn chairs and bike tires) to the physically disabled poor in developing countries. These are people who would otherwise be homebound or crawling on dirt streets, "something I have personally witnessed in my travels." Her guiding principles: Do no harm and all are created equal and should be treated as such. Her advice to business students: "Ethics are important. If you don't agree, you neither belong in the business school nor do you belong at the University of Portland."

## Peter Kwong '92

Shareholder, Perkins & Company, P.C.



Kwong notes that his company is the largest locally-owned, Portland-based accounting firm and works to accommodate its clients locally, in Oregon, in the U.S. or worldwide. "In the end, our smarts boil down to one thing: service, to be there for each and every client and to make a personal connection."

His favorite cause is Chess for Success, an organization that teaches children the game of chess as well as skills necessary for success in school and life. His mentors include his parents, wife, children, former colleagues and professors, as well as Simon Peter, the Apostle, "for learning from his mistakes and overcoming them." His advice to business students: "Don't forget what you've learned and be passionate in everything that you do." His college highlights include winning the student-body president position in a runoff.

## John Lee '64

CEO Region and System Senior VP (Retired),  
Providence Health & Services



Lee retired in 2002 from what was then called Providence Health System. He continues to use his extensive experience as a consultant to health care systems and health plans. A former member of the University of Portland Board of Regents, Lee has chaired the annual Catholic Charities

fundraising dinner and served as board chair for Loaves and Fishes, where he helped with strategic planning and raising funds for a new kitchen. In his career, he enjoyed starting up new health services and programs. His mentors were members of the ROTC program who taught him to "fish or cut bait" regarding decision-making skills. The University of Portland, he says, was instrumental in setting him on the path that led to a long and successful career in health care.

## Susan Kosanke Loosmore '92

Director, Financial Planning and Analysis, T-Mobile



Loosmore recently returned to the field of wireless communication — she worked for AT&T Wireless from 1993-2005 — after working as a director of financial planning and analysis at Nordstrom for four years. She and her husband volunteer with Social Venture Partners, a non-profit group

that provides grants to educational and environmental non-profits. "I've always had a drive, a competitive spirit." Her guiding principle: "It is very important to be consistent." Her favorite memories at the University of Portland include playing two years on the women's soccer team and watching the men's and women's teams grow under legendary coach Clive Charles. "It was really cool to see the success of both teams. I was there for the birth of that success and it continues today. It's a great tribute for Clive."



## Maureen Maag '77

Vice President, Internal Audit, Con-way Inc.



Maag has spent her entire career working for one organization, a world-wide transportation and logistics services company operating in 17 countries. She describes her co-workers as part of her family. Her community service work includes groups that support the elderly – “we have so

much to learn from them” – and those working with cancer patients. In retirement, Maag says she plans to travel, play more golf, and run more. She advises business students to not be afraid to go outside their comfort zone. Having grown up in eastern Oregon, Maag said the University of Portland and the city were big adjustments for her. But she made life-long friends with those in her 1977 accounting group. She worked on campus as a student and got involved with the volleyball program.

## John Marick '87

President, Consumer Cellular



Marick says his company, which got its start in an 800-square-foot office, has carved a unique niche in the market by providing a low-cost phone and service plans. He describes his core management team as a “group of people who enjoy being around each other.” The challenge is “where can we

take this business next.” His goals include learning how to run his business as it continues to grow. He hopes to have one million customers by 2012, through providing great value to his customers. Marick describes himself as thoughtful and methodical. He challenges business students to take advantage of all the opportunities available to them. “The classes at University of Portland can give you a great foundation. Look beyond your career. Learn how to just show up in life.”

## George Mack '65 M.B.A.

CPA, Mack, Roberts & Co.



Mack has fond memories of his time at the University of Portland, where he graduated with an M.B.A. in 1965, then taught on The Bluff from 1965 to 1978. Getting to know and helping his students were the highlights of his 13 years as a professor. Since 1967, Mack, Roberts & Company has been provid-

ing Northwest companies with accounting, audit, tax, and specialized planning consulting services. Mack's goal is to never retire. Dealing with people is what he likes best about his career. He is a strong supporter of all levels of Catholic education. Mack's mentors include his grandparents, parents, and first and only two bosses. He describes himself as focused, and his guiding principle is the golden rule. His simple advice to business school students is to “dream dreams, set goals, and execute.”

## Chris Meyer '02

Director, Planting Empowerment



Meyer heads an organization that engages rainforest peoples to create mutually and environmentally beneficial investment opportunities through sustainable forestry. It is a for-profit business but focuses on a more inclusive form of capitalism that distributes benefits generated to a larger swath

of society. His favorite causes are conservation and rural poverty reduction. “These problems are linked and require solutions that take both of them into consideration.” He enjoys the fight for marginalized people and being able to wake up every day and know he is “on the right side of the argument.” He advises business students not to focus on the traditional corporation but to explore new business ideas around distribution of benefits, corporate social responsibility, and conservation. “Better to be at the forefront of change and experimenting versus going down with the Titanic.”



## Ralph Miller '73 M.B.A.

Founder/President, MMI



In 1976, Miller founded MMI, which specialized in purchasing and selling businesses. Today, he manages a number of business and investment opportunities. His mentors were his father, who taught him basic values; Frank Isman, who taught him patience and how to interact with

others in business; and John Elorriaga, who taught him how to manage his intelligence. His guiding principles include: "Remember the opportunities that made you successful," and "With your education, you accept responsibility." His advice: "Step back. Understand yourself. Don't be a serial employee. Learn a trade and continue your educational process. It's a marathon, not a sprint." A member of the University Board of Regents, he remembers Art Schulte as an excellent accounting teacher and Rev. Paul Waldschmidt, C.S.C., as a kind man.

## Dennis Morrow '86 M.B.A.

Executive Director, Janus Youth Programs, Inc.



Morrow, as head of one of the largest non-profit organizations serving high-risk adolescents in the Northwest, takes pride in knowing that he has made a difference in the lives of others. "I have had the gift of actually seeing miracles happen." There's never been a day when he did not want to

go to work, "a profound gift which I try to never forget." In his career, he is frustrated that "in the wealthiest country on the face of the earth we still have basic survival needs of children and adults that are not being met." He supports the general recognition, growth and health of the non-profit sector. One of his mentors, a supervisor in graduate school in counseling, told him "You don't have to come out of here looking the way they want you to."

## Timothy J. Morgan '86

Executive Vice President/CFO, AAA Oregon/Idaho



Morgan says he has been fortunate to work for organizations that embrace change and provide a challenging environment for growth. His favorite causes include serving on the Board of the American Red Cross and coaching youth sports. He also is a member of the University of Portland Board of

Regents. His guiding principle is improvement. "I expect whatever I am working on (a job, a team, a project, a relationship) to be better at the conclusion than it was when I began." His parents helped shape his values and character. Looking back at his education at the University of Portland, he praised former accounting professor Rev. Chester Prusynski, C.S.C., "for setting the tone and discipline needed right at the beginning of my scholastic journey." As the University's yearbook editor, he photographed President Reagan during his visit to the campus.

## Dennis Moulton '05

Co-Founder, P!NG Gadget



P!NG Gadget, a web-based service, is a way to make content delivery effective, exciting, and personal. P!ng actively finds content for a user's categories of interest, such as music, shopping and restaurants, specific to their personal profile settings. A goal he has yet to achieve: "Aggregation.

There is something out there that is the final piece of connecting everyone electronically." Moulton wants to find that piece along with technology that helps people lead more productive lives. His mentor is his father, who invented the original software that helped him and his partner launch a software company they later sold. He recalls fondly of a class taught by University of Portland business professor Howard Feldman. It was there that Moulton learned how to write a business plan, pitch it, and have it critiqued.



## James P. Murphy '91 M.B.A.

Senior Vice President, International, Costco



Murphy, a resident of Tacoma, Wash., enjoys the multitude of challenges involved in operating successful businesses for Costco in foreign markets. His favorite causes are children's health, K-12 education, and college opportunities for under-represented minorities. He enjoys participating in

fundraising activities, while being involved in various non-profit boards, including the College Success Foundation. Describing himself as determined, his guiding principle is compassion. His mentor is his mother. He advises business students to make the most of their time by developing close relationships with their professors. As a student, he enjoyed returning to the University of Portland in the fall, and notes that a course in international business helped develop his interest in working outside the U.S.

## Steve (Tri) Nguyen '05

President, CEO, Viet Tech & Virtualocity Solutions



Nguyen's company provides professional services and products for companies in Southeast Asia and Fortune 500 companies in the U.S. He takes a hands-on approach to the business, which has led to his learning a lot about his clients. But running a business on three continents is very challenging, he says. In 2007, *BusinessWeek* named Nguyen as the best entrepreneur age 30 or under in the Asia-Pacific Region. His guiding principle: "Use your success so that others can benefit, because they helped you get to where you are." A goal yet to achieve: Run a multi-national corporation in Vietnam and bring its brand out to the world. His advice to business students includes, "Start early in your career. Leverage your resources." Robin Anderson, dean of the University of Portland's School of Business, inspired Nguyen to make his dreams come true.

In 2007, *BusinessWeek* named Nguyen as the best entrepreneur age 30 or under in the Asia-Pacific Region. His guiding principle: "Use your success so that others can benefit, because they helped you get to where you are." A goal yet to achieve: Run a multi-national corporation in Vietnam and bring its brand out to the world. His advice to business students includes, "Start early in your career. Leverage your resources." Robin Anderson, dean of the University of Portland's School of Business, inspired Nguyen to make his dreams come true.

## Emil Nemarnik '50

CEO, Pacific Coast Fruit



Nemarnik came to the U.S. from northern Italy when he was 10 years old. "I was lucky to get out of there because it was just before World War II." His business has about 300 employees and involves wholesale distribution of fresh fruits and vegetables to warehouses, retail stores and

restaurants. "We are lucky to have good people, and we take care of them," he says. His favorite causes include a food bank, where his company donates about \$1,200 per week of fresh fruit and vegetables that are good enough for retail and still good to eat. His guiding principle is to get along with people, both in one's personal and business life. His mentor was Rev. John B. Delaunay, C.S.C., a popular University of Portland professor at the time.

## Daniel M. O'Leary '88

Shareholder, Geffen Mesher & Company, P.C.



O'Leary has enjoyed the variety of working for one of Oregon's largest locally owned CPA firms providing accounting, tax, and business consulting services for domestic and international publically-traded and privately-held clients. He has worked on several boards that have children at the heart

of their missions. Among his goals yet to achieve: "Visit Ireland and play linebacker for Notre Dame. I still have hope of accomplishing one of these." His advice to students: "Value your liberal arts education. Learning how to learn and having a broad base of knowledge is important as you interact with clients and others in your day-to-day lives." As a student, he watched President Reagan speak in the Chiles Center, and he met his wife of 22 years on campus.



## Daniel C. O'Neill '72

President, O'Neill and Sons, Inc.



O'Neill, of Tumwater, Wash., heads a family-owned company that deals with transportation, landscape supplies, nursery and by-product management. Four generations of his family have worked for the company. O'Neill has enjoyed providing employees opportunities to learn, grow, and contribute

to the company and community. He is a strong supporter of non-profit organizations that focus on education. His guiding principle: "Ask the question, 'What have I done today to make the world a better place for future generations to live and grow?'" His mentors are his wife, Carla, numerous family members, Mary McCravey, and former University president Bishop Paul E. Waldschmidt, C.S.C. "The education I received at the University of Portland gave me tools to always grow in thought, critically evaluate that thought, and make ethical decisions for life."

## Jack O'Neill '49

Founder and Chairman (Retired), O'Neill



O'Neill started his company, which invented a wetsuit for surfers and much more, out of necessity. He wanted to figure out a way to surf longer in the cold waters off of Santa Cruz back in the early 1950s. Since then, his company has sold a majority of the world's wetsuits, annually selling

about 360,000, in addition to sponsoring professional surfers and selling other surfing-related products. O'Neill recalls many lean years in his profession, but he always had the sea to turn to for comfort and an escape. His favorite cause is the O'Neill Sea Odyssey, a living classroom created on board a 65-foot catamaran sailing the Monterey Bay National Marine Sanctuary. The Odyssey hosts 4th-6th grade students from throughout central California who get hands-on education about the marine habitat.

## Chet Paulson '80 M.B.A.

Founder and Chairman, Paulson Investment Company



Paulson Investment Company, Inc. has served as a manager or lead underwriter for more than 160 offerings, raising more than \$1 billion for clients. Paulson, founder of the company, has enjoyed working with "driven, educated people," who like to make things happen. The most frustrating part of

his profession is dealing with government regulations, which result in expensive time-consuming paperwork. He is particularly proud of a \$1 million contribution he and his wife made to the University of Oregon's library system. His mentors include June S. Jones, who hired him in 1959, and Preston Phipps, who stressed sound business ethics. His advice to business students: "It is easy to get discouraged. Just remember, you are better than you think you are. Stick with it. And give yourself a break once in a while."

## Bernie Pliska '84

VP/Corporate Controller, Chief Accounting Officer, Nike



Pliska has worked for Nike for 14 years, following a 12-year stint with Price Waterhouse. He has enjoyed the stability of working in one professional field, accounting, and also the inherent challenges that come with change. He is a strong supporter of his high school alma mater, La Salle

Catholic College Preparatory in Milwaukie, and enjoys coaching young basketball players. His guiding principle is to "respect others." Two University of Portland professors, Rich Gritta and Mike White, guided Pliska into public accounting. He noted that his friend and mentor Greg Zannon, formerly with Price Waterhouse and now with Nike, had a major influence in his career path. Pliska's advice to business students includes traveling abroad to learn about other cultures. Bottom line: "Enjoy your time while in school to its fullest."



## James T. Price, Sr. '65

Chairman and CEO, Emerson Hardwood



Price joined the family business, founded by his grandfather, about seven years after graduating from the University of Portland, where he currently serves on the Board of Regents. Emerson Hardwood is a distributor of hardwood lumber, flooring, plywood and other related wood products.

Price has enjoyed the product side of the business and helping it to grow. He learned the business from his partner and two uncles who instilled strong ethics and preached that the company's reputation is on the sales ticket or order form. His guiding principle: "You can't afford to sell to anyone just once. Develop rapport with your customers and establish a process to ensure a long, productive business relationship." Price vividly recalls the then University president Rev. Paul E. Waldschmidt, C.S.C. calling him into his office to challenge him to make the most of the college experience.

## Jeff Prunty '92 M.B.A.

Finance Director, Intel Vietnam



Prunty has worked in Asia for the past nine years helping develop business and finance organization in Penang Malaysia, Shanghai China, and Saigon Vietnam. Describing himself as adventurous, Prunty enjoys doing board sports (kite, snow, and skate) with his two sons. He and his wife support

some faith-based organizations in Vietnam. He advises business students to follow their heart in pursuing a career. "The passion will lead to real success, not a fancy title or huge salary." Professors like Howard Feldman of the University of Portland inspired Prunty to continue learning and not take life and business so seriously. "I took a few classes with him (Feldman) and it has always stuck with me how the passion for the subjects and easy going style made all the difference in making the learning process real."

## Greg Quesnel '76 M.B.A.

President/CEO (Retired), CNF

(parent of Consolidated Freightways and Menlo Logistics)



Quesnel marvels at how Consolidated Freightways Corporation constantly improved and grew. The corporation had ranked third among North American's leading long-haul, less-than-truckload (LTL) freight companies which carries shipments for several customers in one vehicle. One of his

biggest challenges was the company's size, which included 25,000 employees. It can be lonely at the top, he noted, but he had great people running day-to-day operations. Quesnel stresses the importance of enjoying the journey: "You can always make more money, but you can't ever make more time." While attending high school in Salem, a Franciscan priest told Quesnel he was wasting his potential and likely would end up dropping out of college. Those words haunted him, and he was determined to prove the priest wrong.

## Drina Rendic '64

Board Member, National Council for Arts and Culture



Rendic lives in Santiago, Chile with her husband Humberto Becerra, also a graduate of the University. Since returning to Chile in 1981, she has been involved in arts administration and fundraising. She currently is serving an eight-year term on the Board of the National Council for the Arts

and Culture, appointed by the President of Chile, and has served on several other boards. She supports youth orchestras "because they encourage social integration, prevent drug addiction, facilitate learning of other disciplines, and bond families together." She helped organize national debating tournaments in Chile that were sponsored by the Oregon-based Chiles Foundation. Her goals include helping to develop creative industries in Chile, to continue furthering the cause of tolerance and transparency in Chile, and to become an ambassador for her country.





## Claire Schulte '94

Corporate Controller, Integra Telecom, Inc.



Schulte works for a Portland-based communications provider of voice, data and internet services operating in 11 Western states with an annual revenue of \$700 million. Her career has involved many global opportunities. She worked in London, where her client portfolio included United

Kingdom subsidiaries of large U.S. multinational companies. She worked in Hong Kong on the acquisition of 13 manufacturing facilities located in China. She serves on the boards of Oregon Catholic Press and Chess for Success. She supports the Tessa Schulte Scholarship at University of Portland for history and accounting majors and for which “honors the much too short, but incredible life of my sister.” Her mentors are her mother, Ruth Schulte, for her “generosity of spirit,” and her father Arthur Schulte, the revered former University of Portland professor, dean and administrator.

## James T. Serres '53

President/Chairman (Retired), OPEN online



Serres was involved in the early stages of online data retrieval. “I enjoyed the challenge of leading a good staff in pioneering, developing, and building a successful and innovative business model.” He is a strong supporter of education and medical research that will lead to the eradication of cancer

and heart disease. He says it is important to be guided by a strong code of ethics in all relationships. “The University of Portland, and most importantly the professors, nurtured and instilled that code.” His father taught him the importance of sound moral values and a strong work ethic. His advice to business students: “Never end your quest for knowledge and assume you have all the answers. And remember that at the end of the day, you are accountable for your actions.”

## J. Michael Schwab '67

CEO, The Portland Clinic/Physicians & Surgeons



Schwab heads up a full-service medical and surgical practice offering comprehensive care for all family members. He enjoys his role in developing a staff that is specially trained and dedicated to helping others. His mentors include his parents “for their devotion to one another and their

untiring and loving work to raise such a large family, giving each of us the opportunity and examples for success.” “Life for the patients and their doctors only gets more complicated, frustrating, and expensive.” He describes himself as creative. He met his future wife his first day on the University of Portland campus, where their children later attended. Schwab is a member of the Rotary and tries to follow the Rotarians four-way test in his relationships: “Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned?”

## Joe Serres '96 M.B.A.

Consultant, Serres Consulting



Serres Consulting advances development opportunities for important social and environmental organizations. Serres enjoys helping projects develop from a concept to completion, such as a new mental health facility for the poor in Josephine County or the preservation of a

coastal estuary for future generations of Oregonians. He firmly believes that “humanity has the skills, commitment and love to solve the most pressing problems facing our world today.” His mentors include Henry David Thoreau, Malcolm X, Michael Jordan, and Edward Abbey. His advice to business students: “Do not underestimate the ability of your talents to bring change and hope to the world.” One of his favorite memories at the University was when his M.B.A. Management class took the night off to listen to Stephen Hawking speak.



## Stephen L. Shepard '58

Managing Director, M Benefit Solutions



M Benefit Solutions pioneered the development and administration of nonqualified benefit plans in 1974. Shepard has been involved in all aspects of developing client relationships for the company. He has enjoyed the freedom to explore avenues to be successful in an industry with very

few boundaries. He stresses that honesty and clarity are essential qualities in the complicated world of insurance and benefit plans. Shepard and his wife, Donna, help students transition to college through the Shepard Freshman Resource Center. A member of the University's Board of Regents, he advises business students to manage their time effectively, make personal organization a habit and "create financial objectives that your mind can visualize." Shepard recalls how English professor Rev. John Hooyboer, C.S.C., required his students to write a 500 to 1,500 word story in every class.

## Denise Sunseri '81

Private Investor, Self-Employed



Sunseri, a resident of San Diego, currently serves as a board volunteer for several organizations. "My goal is to bring a fresh perspective to an organization and to share experiences that create an opportunity or value for the group." Her favorite causes include Young Entrepreneur's Business Week,

a summer program that teaches financial literacy to high school students; and the Braille Institute of America, which empowers visually-impaired people. A goal of hers is to write a book — to share her father's story and to offer suggestions to families who are caring for loved ones from long distance. Her advice to business students: "Take it all in. Be creative. Develop your talents through service and you will find your life." Art Schulte, a former University of Portland vice president, Sunseri says, "had a brilliant accounting mind as well as the heart and soul of a scholar."

## Garrett Smith '92

Associate Director of Soccer, University of Portland



Smith enjoys allowing young adults to grow by using the game of soccer as structure in their lives. Among his goals are to win another national championship as head coach of the University of Portland women's soccer team. He also wants to develop a premier soccer facility that could host

top-level tournaments and showcase the University's nationally-recognized collegiate soccer program. His mentor is former Pilots soccer coach Clive Charles. "I feel very fortunate to have been able to play for, and work with, Clive Charles for the years that I did. Everything we do here in soccer comes from one man: Clive." Smith advises business students to take advantage of all the people and departments on their campus. "It is the people that truly make the University of Portland special. I love what I do here."

## Sandra Suran '68

Managing Member, The Suran Group



The Suran Group specializes in growth and development of organizations for those experiencing major expansion and change. Suran enjoys learning about different industries, new trends, and helping individuals and organizations accomplish challenging goals. A former member of the University's

Board of Regents, her first mentor was her father, a banker, who believed she could do anything and helped her to believe it. Her advice to business students includes: "Grab every opportunity you can to be involved, to learn more." The University "had a huge amount to do with my success," she notes. "It gave me a breadth of experiences, an exposure to different types of people, many leadership opportunities and opportunities to speak out. I thank God constantly for whatever it was that brought me to UP."



## George Swindells '55

Vice President (Retired), Willamette Industries



Swindells spent most of his career heading up the sales effort for a family business, Willamette Valley Lumber, which went public in 1967 and became Willamette Industries. For most of his career, he spent time on the road in sales, establishing new plants, and developing new products

for the business. He recalls that it was exciting but also very taxing to travel so much, away from home and family. Swindells and his wife, Susan, made the lead gift for the University of Portland's 41,000-square-foot science facility in 1999. Swindells Hall was one of the nation's first environmentally sensitive buildings, using innovative technology and less resources. At the building's dedication Swindells said his vision was for it to become "a place that will give our community a better perspective on truth and fiction."

## Alan Timmins '81

President/COO (Retired), AVI Biopharma



AVI BioPharma is focused on the discovery and development of RNA-based drugs utilizing an extensive proprietary technology platform with applications to a range of diseases and genetic disorders. Timmins says he enjoyed working with bright scientists and in a field with "incredible

potential to help mankind." His parents, he said, instilled in him a love of education. His goals yet to be achieved include becoming the world's greatest father and to be inducted into the "best husband" hall of fame. His advice to business students include: "Take your passion and make it happen. Leave things better than you found them. Produce more than you consume." At the University of Portland, Timmins says he developed from a shy, introverted freshman into an outgoing, self-confident graduate.

## "Mucki" Pei Ling Tan '80

Chairman of Board of Directors, PT Rodamas



Tan is a resident of Singapore, where he grew up, and heads a \$1 billion family business in consumer distribution and real estate. He started in his father's company and rose to the position of chairman of the board of directors. He describes himself as happy-go-lucky. His father was his

mentor: "He kept me straight and God fearing." Among his favorite memories as a student at University of Portland was a class in the philosophy of death. "It made you think about life and also was memorable when half the class fainted at the morgue." His favorite causes are the Reformed Evangelical Church of Indonesia and educational services (he is co-founder of a K-12 school in Jakarta, Indonesia). "Why? Because it is God's command to spread the message of Salvation and to educate."

## DJ Widmer '02

VP Sales & Marketing, ecodycleaner



Widmer, who is also co-founder of Seven Planet Organization, enjoys being an entrepreneur, creating something from nothing in the business world, and doing something good for the environment, society and community. Widmer and his wife, Summer '01, believe in giving back by providing

jobs for their community, getting their hands dirty on a volunteer clean-up, or providing to those who need help most. His guiding principle is staying positive in the day-to-day activities and personal interactions within one's business. "Negativity only creates an unproductive work environment and can spill over into others' thoughts and actions as well." His advice to business students includes: "Build a strong network. Try to focus your career or work on something that has a positive influence on others in this world. It's better for them and rewarding to you."



## R. Michael Williams '91 M.B.A.

CFO, Silver Eagle Manufacturing Company



Williams has enjoyed the different people he has worked with and met through the years. He believes “hard work always wins out over dumb luck,” and that you need to treat everyone fairly and with respect. He has tried to learn the best practices from every manager he’s ever worked

for, including his current mentor Jon Krietz, former CEO of Warn Industries. He recalls fondly of his accounting professor John Govia telling the late-evening class why people yawn. “People get so excited about a subject that they forget to breathe,” Govia told the class. “Yawning was a way to get more oxygen into your system.” His advice to business students is that their formal education only takes them part of the way. “Work hard and eat your vegetables.”

## Darryl P. Wong '77

President, Imperial Associates, Ltd.



As president of a family business, Wong, a resident of Honolulu, Hawaii, likes the idea that he is able to sustain a business for the third generation to carry on if they wish to continue it. His company invests and manages properties and businesses in several states. A member of the

University’s Board of Regents, he supports causes that affect young children and adults as they promote Catholic and Christian morals. He also supports the Boy Scouts and Maryknoll School. He met Teresa, his wife of nearly 30 years, at the University of Portland. He describes his college experiences as “the best years of my life,” including the time he was part of a city league flag football championship team, despite breaking his nose in the process. Other fond memories included traveling to track meets in the Northwest.

## Eugene J. Wizer '60

Owner and Manager, Wizer’s Lake Oswego Foods



Wizer built his current business on his father’s philosophy of offering people quality prices and good service. He and his wife Janet are very active in their community. He is a member of the University Board of Regents, Lake Oswego Rotary Club and active in Our Lady of the Lake Parish, Mt. Angel

Abbey, and Our Lady of Guadalupe Trappist Abbey. Since 1948, his store has sponsored the Lake Oswego Lions July 4 Pancake Breakfast. One of his goals is the redevelopment of the block where his grocery store is located in downtown Lake Oswego. His mentors were his father, James Wizer, and an 8th grade teacher, Sister Angela, at St. Agatha Catholic School. His advice to business students: “The most stable part of one’s life is faith, in all aspects of life — family, work, friendships, and adversity. Faith sustains you.”



## University of Portland At a Glance

*U.S. News and World Report* has ranked the University for 15 consecutive years in the **top ten** for western regional universities (among 126 universities in 15 states).

*Seattle Metropolitan* magazine listed the University as **#2 in the Pacific Northwest** among 39 higher education institutions.

The President's Higher Education Community Service Honor Roll for three consecutive years has **recognized the University's exemplary service efforts**.

Enrollment this fall with **3,700 undergraduate and graduate students**, is the highest in school history. The **freshman class of 2008 had the highest average SAT score** of 1187 and the second highest average high school GPA of 3.66

The University's recent landmark agreement to purchase 35 acres of property next to the current campus and along the Willamette River **brings the campus to a total of 150 acres**.

At a height of 106 feet, the **new bell tower will be the highest point on campus** and visible from Portland's downtown waterfront because of a generous \$1.1 million donation from Allen and Kathleen Lund. Its 14 bells will mark special occasions and call students to prayer.

A renovation of the University's School of Engineering, funded in part by a \$12 million gift from Donald and Darlene Shiley and a \$3.3 million gift from Ed and Sharon Sweo, **adds 40,000 square feet to the engineering school**, making it the largest building on campus.

**Two new residences**, Fields Hall and Schoenfeldt Hall, open this fall with support from a gift of \$6 million from Suzanne and Fred Fields, which will allow 310 additional students to live on campus .

The Commons, the University's student and faculty dining facility, was **remodeled and expanded to nearly double the previous size** and features spaces for students to lounge and study, as well as conference space.

Since its founding in 1901, the University has **followed the tradition of the Congregation of Holy Cross** with a mission that focuses on three central tents: superb teaching, active faith, and service to others.

# Programs of Study

## COLLEGE OF ARTS AND SCIENCES

Biochemistry  
Biology  
Chemistry  
Communication  
Drama  
English  
Environmental Ethics and Policy  
Environmental Science  
French Studies  
General Studies  
German Studies  
History  
Life Science  
Mathematics  
Music  
Organizational Communication  
Philosophy  
Physics  
Political Science  
Psychology  
Social Work  
Sociology/Criminal Justice Track  
Spanish  
Theology

## PRE-PROFESSIONAL PROGRAMS

Pre-Dentistry Study  
Pre-Law Study  
Pre-Medicine Study  
Pre-Occupational Therapy Study  
Pre-Pharmacy Study  
Pre-Physical Therapy Study  
Pre-Veterinary Study

## DR. ROBERT B. PAMPLIN, JR. SCHOOL OF BUSINESS ADMINISTRATION

Accounting  
Economics  
Finance  
Global Business  
Marketing and Management  
Operations and Technology Management

## SCHOOL OF EDUCATION

Elementary Education  
Music Education  
Secondary Education

## SCHOOL OF ENGINEERING

Civil and Environmental Engineering  
Computer Science  
Electrical and Computer Engineering  
Engineering Management  
Mechanical Engineering

## SCHOOL OF NURSING

Nursing

## GRADUATE SCHOOL

Business Administration  
Communication  
Education  
Engineering  
Finance  
Management Communication  
Music  
Nursing  
Pastoral Ministry  
Theatre

## MINORS

Biology  
Business Administration  
Catholic Studies  
Chemistry  
Communication  
Computer Science  
Drama  
Economics  
Education  
English  
Entrepreneurship  
Environmental Policy  
Environmental Studies  
Fine Arts  
French  
German  
Health and Physical Education  
History  
Mathematics  
Music  
Philosophy  
Physics  
Political Science  
Psychology  
Social Justice  
Sociology  
Spanish  
Sport Exercise and Fitness  
Theology

University of Portland  
5000 N. Willamette Blvd.  
Portland, OR 97203-5798  
[www.up.edu](http://www.up.edu)



