

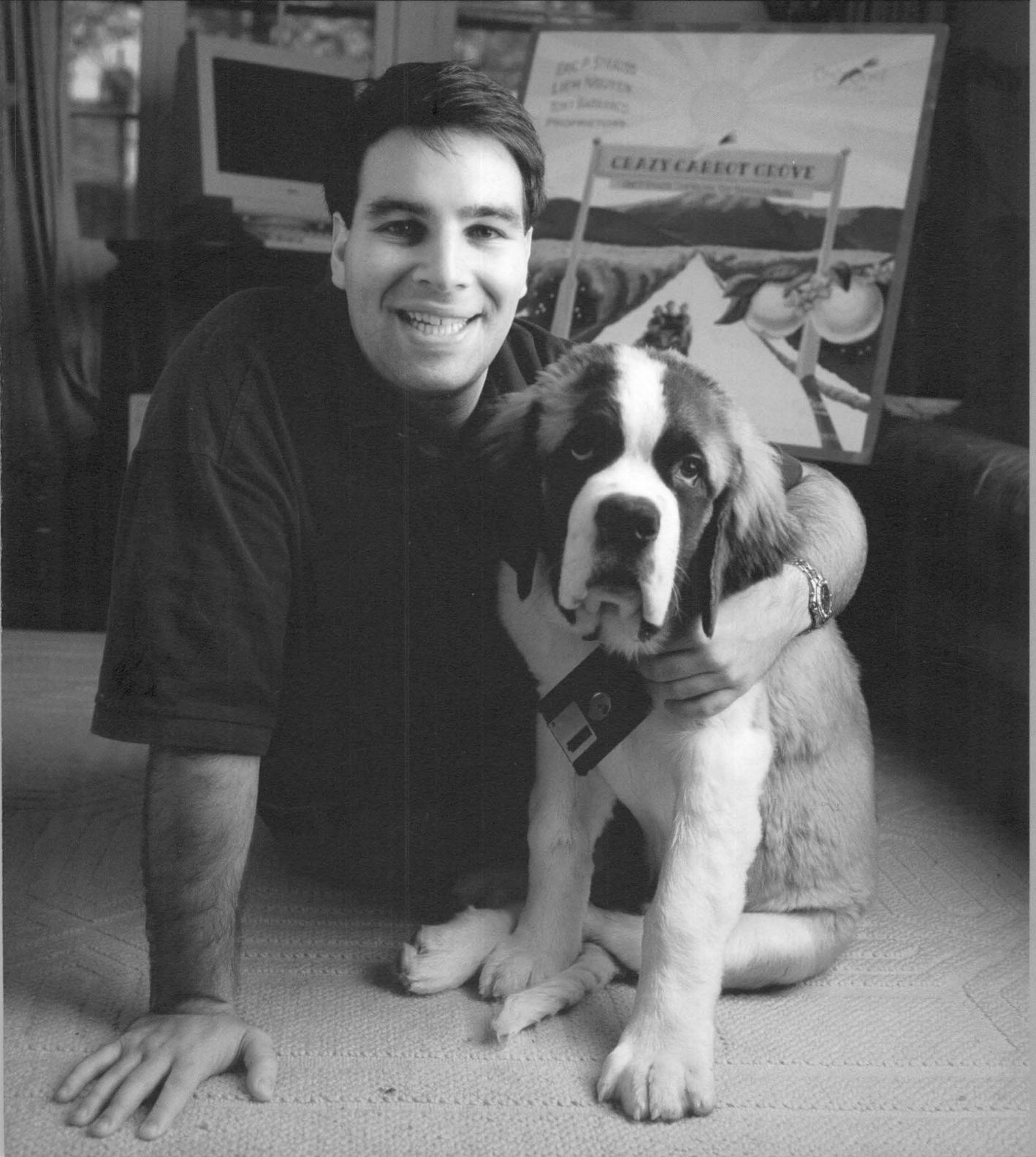
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# CARLSON SCHOOL

SPRING 2001

**Entrepreneurial  
Pursuits:  
A Road Less  
Traveled**

A M A G A Z I N E F O R A L U M N I A N D F R I E N D S



CARLSON SCHOOL OF MANAGEMENT - UNIVERSITY OF MINNESOTA

## Carlson School

A Magazine for Alumni and Friends

For information about Carlson School alumni programs, call Alumni Relations toll free at 877-625-6468, (612) 625-1556 or by e-mail: lbush@csom.umn.edu or visit our Web site at www.carlsonschool.umn.edu

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# CARLSON SCHOOL



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Their lives are as varied and interesting as their businesses. We are featuring Carlson School entrepreneurs who have gone from black diamond slopes to retail outerwear, nuts and bolts to senator, and number crunching to art collecting. We asked them why they chose their field, what changes they've seen, and what motivates them.

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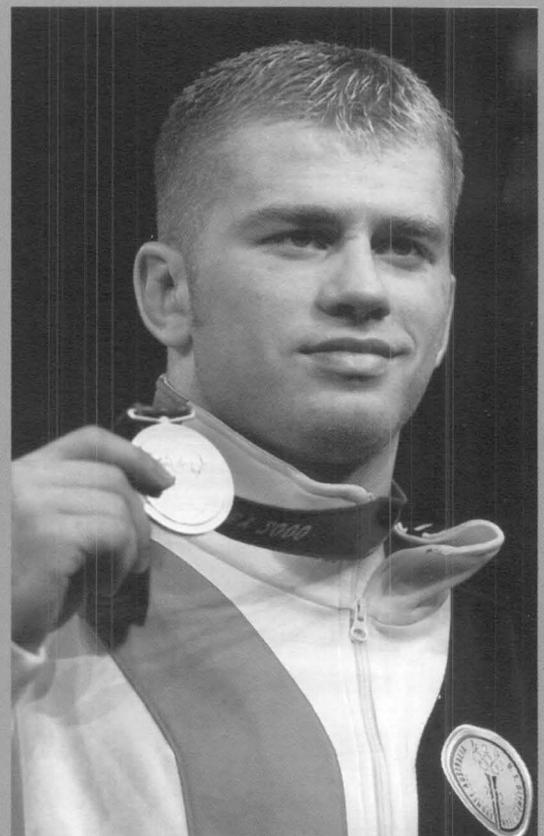
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### Bronze Medalist Garrett Lowney

In the summer 2000 issue of Carlson School, we featured Olympic hopefuls John Roethlisberger, '94 BSB, and Brandon Paulson, '98 BSB. Roethlisberger qualified for the Olympics as did current Carlson School student Garrett Lowney.

Lowney, qualifying as a 213-pound Greco-Roman wrestler, surprised international foes as he advanced in the competition, capturing the bronze medal. Now it's back to wrestling the books and Gophers opponents.

Three-time Olympian, Roethlisberger earned a place on the U.S. men's gymnastics Olympic team. The 2000 games in Sydney were Roethlisberger's last as an Olympic competitor.



# The Dean's Corner

## Center for Entrepreneurial Studies Launches New Endeavors



**David Kidwell**

Photo by Lee Prohofsky

As we begin another year full of renewal and possibilities, I'm excited about the many changes I see ahead in all aspects of the school. Among the most compelling are the new programs and partnerships occurring in the Center for Entrepreneurial Studies (CES).

Once again the Carlson School is hosting the annual University of Minnesota Gopher the Gold business plan competition. This student-run competition is open to anyone at the University—students, staff, and faculty—and at all four University campuses. The competition also is open to alumni; however, alumni must be partnered with someone directly associated with the University. This year there are a number of team building dinners sponsored by CES to introduce those with ideas to those who know how to develop business plans.

The competition is a wonderful example of students learning outside of the classroom experience. They prepare an actual business plan rather than participate in a classroom exercise. Students also are able to network with scientists at the

University who are doing research that may have commercial applications, meet with venture capitalists who may be potential investors, and talk to other entrepreneurs with similar interests in the region. Students hosting the competition also learn the creative process of designing, marketing and advertising the competition, which helps them refine and enhance future competitions.

Plan submissions are due April 3 and the competition culminates with the judging and award ceremony on May 1. Winners receive seed money and services for their company. If last year's competition is a gauge, the top business plans have a good chance of receiving funding from investors.

New this year is the U of M Executive Summary Competition. Although it's being held in conjunction with the business plan competition now, in the future it will be held in the fall and precede "Gopher the Gold." Prizes will be awarded to those with the best executive plan summaries, with a top prize of \$1,000.

The Center is always looking for alumni sponsors and business mentors to assist with the competition. Mentors are needed for one-on-one discussions with entrepreneurial students, as classroom speakers, and as volunteers in the newly formed Entrepreneur in Residence program. Roy Wetterstrom, '86 BSB, is this program's first mentor (see page 24), and the Center is looking for other individuals willing to spend at least one-half day a week working with

students. The Center is especially looking for mentors with backgrounds in medical devices, biotechnology and consumer products.

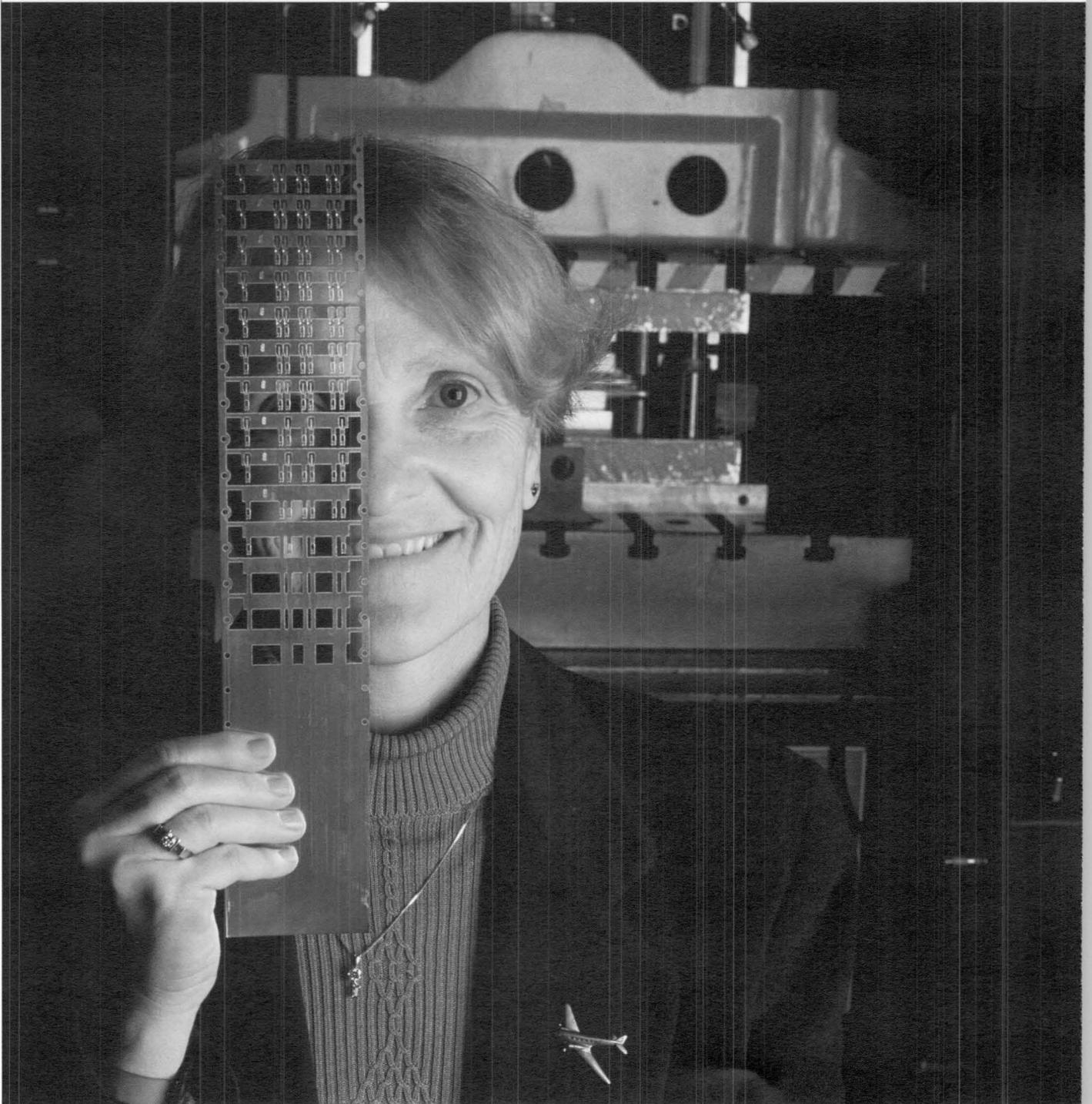
A welcome asset to the school and the CES is Dr. Harry Sapienza, who is partnering with Doug Johnson to co-direct the Center and will hold the Curtis L. Carlson Chair in Entrepreneurial Studies. Johnson is also constructing a new initiative that will facilitate the birth of new companies from University-developed technology. As I have said in the past, both in this magazine and in speeches, I think Minnesota needs to enhance its technology presence and nurture the formation of new high-tech companies. This is an exciting endeavor, and I invite you to read more about it on page 7.

I have touched on a few of the educational highlights of the CES, but this issue's focus is on entrepreneurs. We asked a few of the School's most successful entrepreneurial alumni what made them choose their field, what changes they've seen in that field, and what motivates them. We found these people not only have the drive it takes to be an entrepreneur, but they were willing to break away from the traditional corporate structure and risk forming their own business.

Maybe poet Robert Frost had an entrepreneurial heart when he said, "Two roads diverged in a wood, and I—I took the one less traveled by, And that has made all the difference." 🌱

# The Road Less Traveled

Focusing on entrepreneurial alumni who have passionately pursued hard work, tough choices and risks.



The seven original members of the network who organized the group were not even wide to find any other entrepreneurs in business and now the network has grown from corporate employees to independent entrepreneurs. The network is an extension of the business school.

They are from all over the world and have careers. They are not afraid to go deeper, you know, and they are not afraid of failure.

### Eric Strauss

Eric Strauss, '95 BSB, owner and founder of EntrepreneursForHire.com, started his first business, a chain of lemonade stands, when he was 12. "I bought supplies and had kids sign contracts allowing them to keep 40 percent of the profits," he says. "I even sold stock in the company."

The lemonade stands were just the beginning of Strauss' career as an entrepreneur. After graduating from the Carlson School, he began working on a concept for a juice bar. Crazy Carrot was launched in 1998 and grew to five stores before it was sold. "After Crazy Carrot was sold, I took a trip to England to wind down and figure out what I wanted to do next," he says. "I realized what I had liked the most was the front-end activity—writing the business plan, coming up with a PR strategy, helping to build the company," he says. "What I could have done without was the day-to-day of dealing with a broken juicer or an absent employee."

Strauss' newest venture is EntrepreneursForHire.com, a firm that helps new companies with business plans, public relations, brand development and other services. "There are companies out there like guru.com providing this kind of service already," says Strauss. "They're large, well-funded, and have nice Web sites. But because of their size, they can be

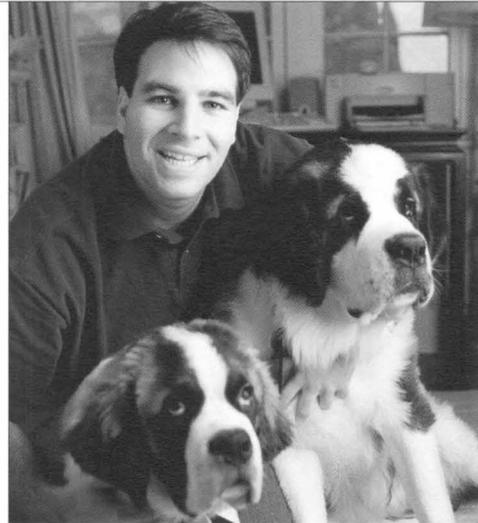


Photo by Tara Patty

**Eric Strauss, '95 BSB, defined his likes before building another company.**

impersonal." Strauss sees EntrepreneursForHire.com as more of a local firm, connecting independent professionals with new businesses in the Twin Cities area. "I like the idea of community, of talking face to face," says Strauss. "I like to be able to say 'Hey, Joe down the street can meet us for lunch.' It's a more personal connection."

Strauss has more than a dozen business development and public relations clients, ranging from brick and mortar companies to technology companies to nonprofits. "The biggest challenge is dealing with a number of companies, all of which have their own priorities and tight deadlines," he says. "On the other hand, once I've developed plans and strategies for companies, my work is done—I'm not bogged down with the day-to-day

**Left: "It's hectic, but change keeps the company vital," says Elizabeth Abraham, '81 MBA.**

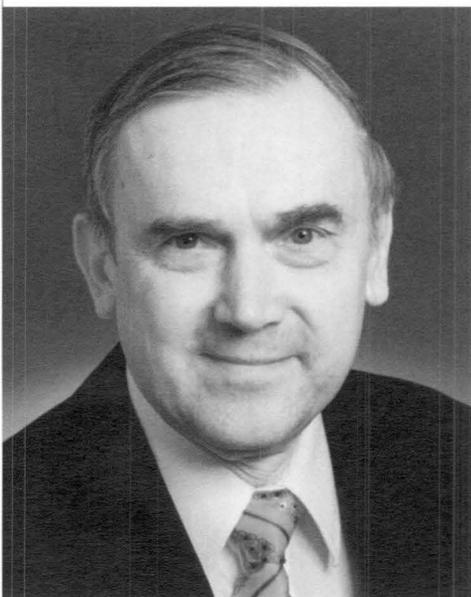
Photo by Tara Patty

operations. There's less financial risk, no personal guarantees on loans, no shareholders to please. I really enjoy the freedom and flexibility."

The EntrepreneursForHire.com Web site will be up in early 2001. Strauss plans to add staff as the company grows. "My goal is to do something bigger than what I've done so far," he says.

### Bob Kierlin

Bob Kierlin, '64 MBA, president of Fastenal Company, an industrial and construction supplies company based in Winona, Minnesota, started think-



**A vending machine of nuts and bolts fastened Bob Kierlin's, '64 MBA, future.**

ing long ago of owning a store. "My father opened an auto parts store in Winona in 1946," he says. "I used to sweep floors for a nickel a week, and by 11, I was working at the counter."

Fastenal Company was conceived when Kierlin came up with an innovative idea for a vending machine that would sell nuts, bolts, and other supplies. He worked on the idea through high school and college, and had completed the design by 1966. "We opened Fastenal in November 1967," says Kierlin. "When it turned out that customers wanted far larger quanti-

ties than the vending machine could hold, we just switched to selling parts."

Fastenal started with one store front and one employee in Winona. Kierlin kept his job at IBM in Rochester until 1973, when he was financially able to go full-time at Fastenal. Today, the company has close to 900 branch sites in 48 states, Canada and Puerto Rico, and has more than \$700 million in sales. It was named to Forbes' "Best Small Companies in America" list every year from 1987 to 1996, when it outgrew the category.

"It was tough in the beginning, because I didn't know a lot about the industry," says Kierlin. "But I learned, and by the third year, we were making money." Kierlin thinks it would be more difficult to start in the industry today. "It's possible, but harder. We—my four additional investors and I—all graduated without debt, which isn't possible for a lot of younger people today.

"My greatest satisfaction is seeing the company succeed," says Kierlin. "I believe part of the success of building a company is understanding that people can do good things if you let them. We've implemented decentralized decision-making, and it's clear that people perform well with risk-taking opportunities.

"There's not much I've disliked or would change. I particularly enjoy the more analytical tasks, like determining how to complete a project without borrowing funds. I did, however, give up doing the taxes when we spread to five states. Today, the taxes come in huge boxes of forms."

Kierlin's skills at building enterprises aren't limited to Fastenal. In November 2000 he was re-elected as a Minnesota state senator. He also works with the Hiawatha Educational Foundation, which he helped establish, on educational projects in the Winona and Rochester areas.

### Elizabeth Abraham

Elizabeth Abraham, '81 MBA, didn't set out to become the owner of a die-making and metal stampings company. A former psychologist, Abraham entered a nontraditional program at the Carlson School, set up by former Dean David Lilly for people moving to business from other careers.

After a few years working in strategic planning and financial analysis for large organizations, Abraham started a consulting business for new companies, Business Matters, in 1985. "I had an itch for entrepreneurship and start-ups and there was not a lot of help for new companies at that time," she says. "I felt I could combine my



**Elizabeth Abraham, '81 MBA**

MBA and finance skills with my background in psychology to help people decide if business ownership was for them, and, if so, to help them find and buy businesses."

One of Abraham's clients was her husband, Al. "He wanted a manufacturing business with an established market niche," she says. "I helped to develop a company profile and to find brokers, who located Top Tool Company for him." In the beginning, Abraham assisted with strategic planning at Top Tool, but when the company was computerized in 1989, she spent more and more time there.

"At that point, I got completely involved in all parts of the company and decided to close my consulting business," she says. Eventually, Abraham took over operations at Top Tool. The company, which has grown from 10 to 32 employees, doubled sales in its first few years and will soon do so again.

Although the company is 33 years old, Abraham says it is moving from a mature stage to a start-up phase. "We're expanding into a new market—metal stampings," she says. "We're looking to acquire a small stamping business to continue to grow the company. It's hectic, but change keeps the company vital."

The other challenge, says Abraham, is moving into the international market. "I'd like to enter the international market—to capture some of that stream," she says. "We recently beat out a foreign country and got a project to build a prototype for a local company. It was the quality of our toolmakers' work that got us the project and I'm convinced we could assist in standardizing processes or helping the international market in some way."

"You can't buy a business thinking you'll step in and fix all the problems," she says. "You can't take a business through change without a great deal of communication, leadership, and building ties."

**Yoav Katz**

"I became an entrepreneur twenty-five years ago out of necessity," says Yoav Katz, '71 MBA - Finance, president of Katz and Company, a medium-sized real estate and public accounting company in the Washington D.C. metro area. "I came to Minnesota as a foreign student, and while the university treated me very well, there was no light in the window for me in the local firms," he says. "The economy wasn't great at

the time, and after a lot of rejections from corporate America, I decided to move to the East Coast."

"I didn't have two pennies to rub together at the time," says Katz. But after sharpening his public accounting and real estate skills at a firm for three years, he started to build his own company. "Initially, you need to earn a living, so you concentrate on that," he says. "Money's nice, but it's not the most important thing. You need to keep yourself intellectually challenged and follow your interests."

While real estate and public accounting are the core of Katz' business, his company is also involved in venture capital, portfolio management, and investments in fields as diverse as art and professional sports. The mix reflects Katz' varied interests. "In art, the idea is that you should concentrate on a limited segment of a field to build a good collection," he says. "It's clear from my collections that I'm not the best collector, and I'm probably not the ideal businessman for the same reason. I like to have fun and pursue exciting, interesting, different things, even if they aren't big money-makers.

"Coming from overseas, the biggest obstacle in setting up my business was, and to some extent still is, understanding the mentality of the people,



Photo by Leslie E. Kossoff

**Yoav Katz, '71 MBA-Finance, became an entrepreneur out of necessity.**

**"Today, because of globalization, I think American students are going to have the same challenge—of needing to change their mindset. They will have to learn to adopt a more international perspective."**

– Yoav Katz

**What's Your Story?**

**We would like to hear about your entrepreneurial activities – write and tell us your story! We may publish it in a future issue or share it as inspiration to our students. Send your story to Lori Bush in Alumni Relations or by e-mail at lbush@csom.umn.edu.**

the system and way of thinking here," he says. "Today, because of globalization, I think American students are going to have the same challenge—of needing to change their mindset. They will have to learn to adopt a more international perspective."

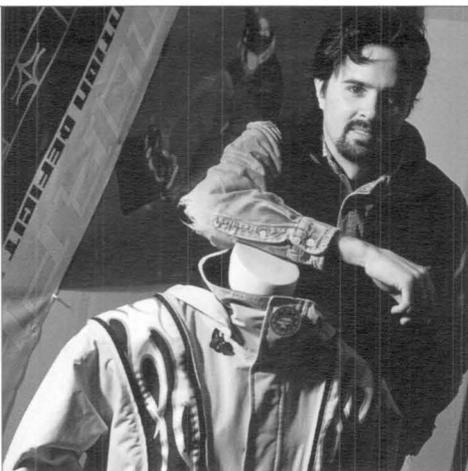
The accounting field, says Katz, has changed dramatically. "It used to be auditing and tax," he says. "Now, it's consulting. And there's a need for knowledge in other disciplines, such as law, international tax, and securities.

Real estate is changing too," says Katz, who works primarily with shopping centers and office buildings. "I don't think e-business will rule. Brick and click allows more integration, but traditional retail is not going to decline. People interaction is a human need; shoppers still want to touch the merchandise and see other people. Now, the trend is for entertainment malls, where shoppers are a captive audience. And despite the opinions of some in the real estate field, I like to locate offices and retail in downtown or urban areas rather than isolated suburbs. It's all related to the human need for socializing."

### John Benzick

John Benzick, '99 MBA, founder and owner of Morpnic, a line of outerwear for skiers and snowboarders, used to spend hours on the slopes. Starting his own company has changed all that. "I recently went to Tahoe for a week, and only spent two hours on the slopes," he says. "Ironically, building the brand has become my sport. I have a competitive spirit and look forward to creating an entirely new outerwear market called 'adaptable clothing.'"

After graduating, Benzick was determined to find work that fit his experience, talents and passions. He decided on outerwear manufacturers, but was told he lacked the vertical experience for the business. So, drawing



**John Benzick, '99 MBA, carves a niche in the outerwear market.**

Photo by Tara Patty

on his experience writing marketing business plans at the Carlson School and in previous positions, he wrote his own plan for Morpnic.

"You have to have rocks in your head to get into this business unless you have a truly unique and high-potential idea," he says. "The market is saturated and difficult to penetrate, with lots of 'me-too' designs that all look the same. Plus, because it's a seasonal business, the cash flow cycles are challenging. You need deep pockets; to make money, or to simply break even, you need \$7 million in revenue. And that's tough."

"I decided the toughest businesses are those that you are not passionate about, focused on and connected to," says Benzick. "I was passionate about Morpnic and so the challenge of it seemed less, despite the long hours and major hurdles." In addition, Benzick felt the Morpnic line, which features colored zip-off panels that change the look of the garments, would capture the rather fickle eye of young skiers and snowboarders. "We call it Morpnic Attention Deficit Outerwear," he says.

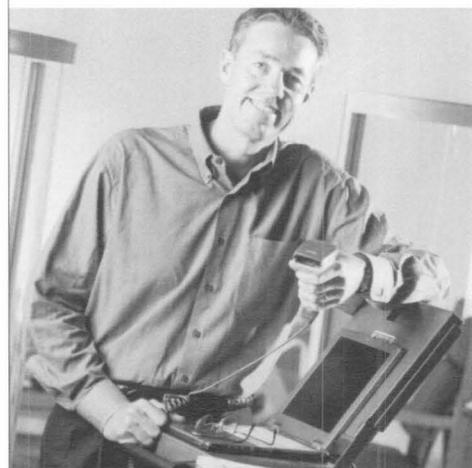
After a year and a half of development, Morpnic hit the shelves of REI and other outdoor stores in November 2000. "I was thrilled REI picked

up Morpnic and we were able to get into some great high-volume stores in places like California, Colorado, Utah, and Minnesota," he says. "But we're now in the moment of truth. The stage is set for refining and building the brand.

"Right now, I'm wearing too many hats and hope to find some competent partners," says Benzick. "I'm optimistic. Kids are clamoring for our stickers at events, and I'm told we have 'tapped into a vibe.' At some point, I may be able to get back to skiing myself."

### John Grotting

A combination of two things convinced John Grotting, '74 MHA, to leave a senior executive position at Allina Health System in Minneapolis to work for Bridge Medical Inc., a medical technology start-up in Solana Beach, California. "First, I felt I'd stopped growing and learning new things," he says. "I found myself doing the same things over and over. Second, I think



**Focusing on specifics, John Grotting, '74 MHA, helps transform the healthcare industry.**

we were—and are—seeing a need for innovations in the healthcare field. The health industry is in a transformational period, and there's a real need to think outside the box."

When the opportunity to work with Bridge Medical, which was developing

a software product to eliminate medication errors, came up, Grotting jumped at the chance. "I thought 'here's a way to take what I've learned and apply it in a different way,'" he says.

The move was not without its downsides, including a 60 percent pay cut and a move across the country. A year and a half later, as the company faced its biggest financial challenges, Grotting was appointed CEO. He and his staff struggled to meet payroll, develop the product, and raise capital. "I had to learn to make tough decisions quickly, and trust my instincts," says Grotting. "In retrospect, it was a huge risk, but at the time, I only saw the positives. Now I can't imagine things any other way."

Asked what he most enjoys about working with a small start-up, Grotting is quick to answer. "I like that we can focus on a specific action for a specific, important problem," he says. "The largeness and complexity of a hospital creates a psychological distance between decisions and their impact." Now, he says, he's right in the trenches. Bridge's product, which uses a computer screen and bar codes on patient identifications to ensure medication is administered correctly, has been commercially rolled out and installed at hospitals. "I've been spending time with nurses, following them to see how the system's working," he says. "The reaction has been great."

According to Grotting, there are still periods of stress. "You feel tremendous responsibility for investors and people in the organization, and your credibility is always on the line," he says. "But when you are driven by the sense that you are doing something important to help people, you can turn those negatives into positives that help build a successful company."

Grotting sees great future opportunities in healthcare for talented, caring people—and not just in the traditional

nonprofit system. "As the baby boomers age, I think more of them are looking at how to improve society, including healthcare," he says. "I think we'll see people entering healthcare in a variety of ways, some of them far less traditional."

### Catherine Holtzclaw

Catherine Holtzclaw, '82 MBT, owner and president of Holtzclaw and Associates accounting firm, views her path to business ownership as the classic career track for an accountant. She began her career with a large international firm, then moved to a regional firm, and finally formed a partnership



**Catherine Holtzclaw, '82 MBT, values community involvement.**

Photo by Tara Patty

in 1985. "You need to get experience and to develop techniques and tools for success," she says. "But when I'd done that, and wasn't able to advance as I wanted to at the firm, my streak of independence told me it was time to go out on my own." In 2000, Holtzclaw became a sole proprietor.

Holtzclaw's office is in the small, vibrant St. Anthony Park neighborhood of St. Paul. "Most of my client base is independently owned businesses, and I've got lots of clients right in my neighborhood," she says. "Although I had a very technical education, my favorite part of having my own

### Fostering New Business Development



**Doug Johnson**

Doug Johnson, co-director of the Center for Entrepreneurial Studies, and second-year MBA student Thomas Paulson have spent the past year studying the University of Minnesota's involvement in technology through new company start-ups. What they discovered is, compared to other leading universities and states in the Midwest, the University of Minnesota has a history of being less aggressive in assisting in the creation of new companies.

To reverse this trend, a new initiative is being formed in partnership with the University, the Carlson School of Management, and the Center for Entrepreneurial Studies. Still under development, the new initiative will be a nonprofit entity with a mission of educating business and scientific students in entrepreneurship, and facilitating the birth of new companies from University-developed technology.

With a structure similar to that of the highly-successful Golden Gopher Growth Fund, the initiative will be comprised of a small executive staff who will guide entrepreneurial students in the validity of new business ventures. Through the program, students will assess markets, create business plans, analyze company feasibility, and assist in the recruiting and financing of potential companies.

As these companies are established, the program could eventually be paid for its services through the company's equity. In time, this will give students the additional opportunity to manage an emerging company venture capital fund.

company is sales and client maintenance. I'm very 'soft sell,' but make a point to be involved in organizations in the community, so that people see you as a credible, professional person. Accounting is a service business, and you're much more motivated to be a sales person when you're on your own. After all, clients are your best reference."

According to Holtzclaw, there is a lot of competition in accounting, but also plenty of room for growth. "It's difficult to find good people right now," she says. "Potential accountants can take the same analytical skill set

and go to work for a big computer company where they'll get lots of money and perks like stock options."

The things Holtzclaw doesn't enjoy have to do with managing her practice. "For example, we're in a horrible labor market, but the busy season is coming up and I'll have to find seasonal help," she says.

Holtzclaw points to ways that accounting is changing. "The auditing piece is diminishing, and accountants are expanding into other services," she says. "There's a big move toward broadening the base of services accountants provide

and a move towards more consulting."

Technology has also changed accounting practices. "I remember working on 14-column papers," says Holtzclaw. "Now it's all done on computers, and clients are able to do much more for themselves, which is great. It frees me up to do the 'real accounting,' which is more challenging." Another benefit of computers is communicating with clients who move across the city, or even to another city or state. "You can really hang on to clients," says Holtzclaw. "Which means your careful sales work can have great pay-offs." 🌐

### Entrepreneur Clubs Prepare Students for CEO Life

Anyone looking for proof that entrepreneurship is hot at the Carlson School need only peek in on a meeting of the undergraduate Entrepreneurship Club or InnoVentures, the graduate entrepreneurship club. Both groups are vital organizations that conduct a variety of activities to promote entrepreneurship.

A short two years after its formation, the undergraduate Entrepreneurship Club is already the largest club on campus, with more than 100 members. The club meets twice a week, with 50 to 70 people attending each meeting. The club hosted more than a dozen speakers in Fall 2000, including CEOs Tom Petters of Petters Warehouse, Robert Stephens of the Geek Squad, Jeff Tuttle of Gedney Company, Lonning Strong of Mr. Movies, and several others.

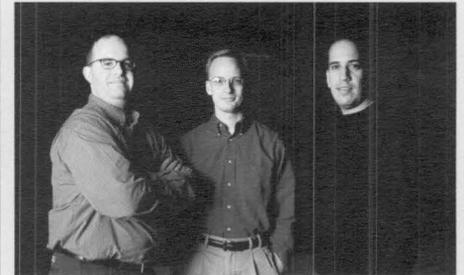
"Students have done amazing things," says Alan Fine, faculty advisor to the club. "They're selling scooters and 'CEO in Training' T-shirts, planning a CEO roundtable, developing a CEO shadowing program, and building a new Web site. Their excitement is contagious, and CEOs want to get



**Robert Stephens of the Geek Squad spoke at an undergraduate Entrepreneurship Club sponsored event.**

involved and help in different ways." Check out the club's Web site at [www.ceomakers.com](http://www.ceomakers.com)

InnoVentures, the graduate entrepreneur club, is busy with a number of projects, including the planning and administration of the Carlson School's annual business plan competition, Gopher the Gold, which is now in its fourth year. "We've convened meetings around the University of Minnesota campus to promote the contest and encourage people—perhaps those in the tech areas—to team up with Carlson School students to submit plans," says Ari Rosenthal, '01 MBA, president of InnoVentures. "This is our second year of managing the competition and we want to increase the number of good plans submitted. It's also the second year a university person must be involved in each project." According



**Innoventures officers are (from left) second year MBA students Jeff Weness, Chris Flynn, and Ari Rosenthal. Not pictured: Mike Belkamp.**

Photo by Tara Patty

to Rosenthal, alumni with experience in making business plans are welcome to assist project teams.

The club also hosts a bi-weekly speaker series and promotes and sells Carlson School apparel. "The apparel business has achieved its purpose, which was to be profitable," says Rosenthal. "We've been able to use those profits for other initiatives."

"We've got a terrific group of first years who 'have that flair,'" says Rosenthal. "Entrepreneurship is a unique culture, and with the new course of study, there's a whole new attitude at the Carlson School."

InnoVentures' Web site is at [www.innoventures.org](http://www.innoventures.org). Carlson School apparel can be seen at [www.carlsonapparel.com](http://www.carlsonapparel.com).

# CARLSON SCHOOL In the News

## **The Associated Press, St. Paul Pioneer Press, Star Tribune, Minnesota Public Radio and other stations, December 29-30, 2000**

These media announced that the Carlson School faculty is ranked seventh in research of all accredited business schools by the prestigious Academy of Management Journal. This ranking system examines research performance in eight disciplines. Management Information Systems and Productive/Operations ranked first in the nation for faculty scholarship. The Associated Press quoted Dean David Kidwell as saying, "It's a validation of how good the Carlson School is."

## **BusinessWeek Online and Yahoo Finance/Vision, October 2000**

In October, Dean David Kidwell stepped into the new media spotlight by doing online interviews with BusinessWeek Online and Yahoo Finance/Vision.

The Golden Gopher Growth Fund was the focus of the Yahoo Finance/Vision piece, and BusinessWeek Online gave the dean an opportunity to discuss issues including school rankings, graduate placement, the school's international reach, and the new E-commerce concentration.

## **International Herald Tribune Decisions, November 20, 2000**

### **"Economic Upturn Faces Schools with Hard Decisions"**

There was a surprising downturn in MBA applications in the U.S. in 2000. Gary Lindblad, MBA director, said, "The market stumble, indicative of a changing environment, has led schools to re-examine their wares."

## **Ventures, January 2001**

### **"Super Partner: How to Become a Dynamic Duo"**

Professors Aks Zaheer and Michael Houston discussed the definition and merits of strategic partnerships.

### **"Ringin' up Revenue"**

Doug Johnson, co-director of the Center for Entrepreneurial Studies, and David Kidwell, dean, also were quoted in this issue. They discussed the potential of a Minnesota-based telecommunications company.

## **Twin Cities Business Monthly, January 2001**

Kathryn Carlson, director of the Carlson Executive MBA (CEMBA), expressed the importance of experienced business people receiving MBAs. In her experience, Carlson has seen MBA degrees return real, tangible dollars. "We're seeing, within a couple of years, that probably 60 percent of our people are moving up in their organizations, starting their own businesses, changing in some way," said Carlson.

### **"A Few Lessons for Trainers"**

Bill Scheurer, director of the Executive Development Center, explained the changes in training and the importance of mixing generations in classrooms.

## **Star Tribune, December 11, 2000**

### **"We Should Elect to do Better"**

If the electoral process were a business, it would be bankrupt. According to professor Chris Nachtsheim and faculty member Jim Buckman, "We need to move toward robust voting systems."

## **CityBusiness, December 15, 2000**

### **"Compensation Woos New CEOs"**

Alfred Marcus, chair of Strategic Management and Organization, discusses the trend of tying a CEO's compensation to the company's performance.

### **"HR Execs Gain Strategic Position"**

Also in the same issue of CityBusiness, professor John Budd describes the changing role of the human resources department in companies.

## **CityBusiness, December 25, 2000**

### **"Banks Tighten Business Credit"**

Finance Department chair and professor John Boyd gives examples of why banks might tighten credit.

## **Pioneer Press, December 12, 2000**

### **"Recipe for Growth Takes Shape: Group From Summit Ready to Unveil Ideas"**

A day-long "Summit on Minnesota's Economy" was called by University of Minnesota President Mark Yudof in the wake of Dean David Kidwell's widely publicized speech in March 2000. Kidwell questioned whether Minnesota is losing its blue-chip status. ☺

# Alumni Connection

## Restoring Connections — Reunions Planned

### Reunion Weekend 2001 in May

Special gatherings for the classes of 1976, 1981, 1986, 1991, and 1996

Attend this year's Carlson School Reunion Weekend May 10-13, 2001. Committees for the classes of 1976, 1981, 1986, 1991, and 1996 are currently planning activities and need your help. If you are interested in participating on a planning committee for your class, please contact Lori Bush at the Carlson School alumni office by calling 612-625-7309 or by e-mail at [lbush@carlsonschool.umn.edu](mailto:lbush@carlsonschool.umn.edu).

### Class of 1951 Reunion Set for Homecoming Weekend

Catch up with old friends and cheer for the Golden Gophers. The class of 1951 reunion will be held over Homecoming Weekend in October 2001. Watch for further information.

### Homecoming 2000 Reunions Reminisce and Raise Funds

Carlson School Reunion Weekend 2000 was a tremendous success last fall. Homecoming was the backdrop for the reunion festivities. Alumni from the classes of 1950, 1990, and 1995 feasted on pancakes before attending the football game, and reminisced with old friends throughout Homecoming weekend.

In support of the class gift campaign, the Class of 1950 is raising money for a scholarship to support an under-



**Anita Mattson, '50 BSB, (right) was recognized at the Homecoming reunion lunch sponsored by the University of Minnesota Alumni Association (UMAA) as Longest Life UMAA member at the reunion.**

Photo by Dan Marshall

graduate student. Funds from the classes of 1975, 1980, 1985, 1990, and 1995 will strengthen the alumni network through programs such as the creation of an online directory. Class gift campaigns are still underway. If you are an alumnus of those classes and are interested in contributing, please contact Troy Lindloff, annual fund director, at 612-626-7339.

Special thanks to reunion planning committee members for their triumphant efforts.

## Strengthening the Alumni Network

One thing that often helps persuade prospective students to select one school over another is the strength of its alumni network. Students want an established alumni network available to them to discuss potential career paths and job opportunities. One of the School's priorities is to find ways to improve and strengthen the Carlson School Alumni Network,



**Carlson school grads enjoy the festivities at the Homecoming Reunion Luncheon for the classes of 1940, 1950, and 1960. Pictured from left are Richard Daly, '50 BSB and Bill Costello, '50 BSB.**

Photo by Dan Marshall

with the belief that a strong alumni network will ultimately benefit students and alumni alike.

This summer the School will unveil a redesigned Web site that will include features to connect alumni with the School. A key component to the new alumni site will be a password-secured, online alumni directory. It will enable alumni to update information online and search for former classmates. All alumni will receive more information this spring regarding user name and password information.

To ensure accurate directory information, a survey also will be sent later this year to alumni asking for current information. We hope you will take the opportunity then to update your career information, and share news and events from your life with fellow classmates. Please e-mail Lori Bush at [lbush@carlsonschool.umn.edu](mailto:lbush@carlsonschool.umn.edu) with questions or comments.

## Support through Volunteerism

The Carlson School is fortunate to enjoy a wealth of volunteer support from alumni and friends every year. We appreciate our link to the business community, which serves to truly enhance the student experience at the Carlson School. Our thanks for your willingness to share your time and talent with our students.

A general overview of alumni and friend involvement last year includes:

- 400 mentors (undergraduate and graduate),
- 400 classroom and student club guest speakers,
- 250 advisory board members,
- 200 student presentation reviewers,
- 100 alumni talking/meeting with prospective students, and
- Countless interactions by alumni willing to talk with students about their projects and career choices, to assist faculty conducting research, and to support the School philanthropically by participating in the annual fund.

We are always looking for volunteers. Learn more about how you can impact students by giving your time. Contact Jennifer Gelbmann at the alumni office by calling 612-626-7799 or via e-mail at [gelbmann@csom.umn.edu](mailto:gelbmann@csom.umn.edu).

## Alumni Assistance Needed for Student Internship Placement

Carlson School alumni, we need your help. If you have a long-standing project at your company, or perhaps are facing a new challenge that needs attention, please consider hiring a

Carlson School student for a summer internship.

Each year, Carlson School students are recognized for their ability to bring leading-edge information and fresh perspectives about management issues to companies. They have a realistic feel for leadership, quality, teamwork, and ethical and business challenges. In the past, students have completed a number of interesting internship projects that include: developing feasibility studies, assisting with product service launches, researching new markets, devising and implementing new forecasting methods for raw material inventory, and analyzing collateral and mortgage derivatives for collateralized mortgage obligations (CMO) trading support.

Carlson School students will greatly benefit from your direction, and have a tremendous wealth of talent to contribute to your company. For more information, please contact the Carlson School Business Career Center at 612-624-0011. Summer internships can begin in mid-May.

## Savory Statistics

### Undergraduates

The Carlson School's undergraduate program ranks as the 13th best undergraduate business program in the nation (U.S. News & World Report, fall 2000).

Forty-four percent of the 554 incoming students last fall were listed within the top 5% of their high school class.

The Carlson School received an increase of 125 student applications in 2000, boosting its applicant pool to nearly 1,600.

Fourteen percent of incoming undergraduates were high school valedictorians.

The incoming class last fall ranked in the nation's 92nd percentile.

Eighty percent of undergraduate students are graduating in four years.

### Day MBAs

Incoming Fall 2000 Day MBA Class:

Class size: 129

Average undergraduate GPA: 3.24

Average GMAT: 640

Average age: 29

Age range: 22-46

Average full-time work experience:

5.57 years

Females: 23%

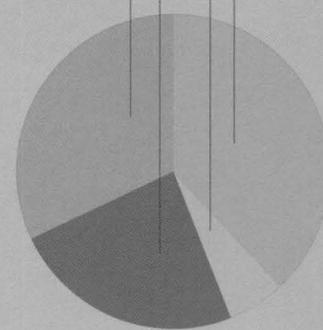
Minorities: 9%

Residency: Minnesota 38%

Minnesota border states: 6%

Other U.S. states: 24%

International: 32%



### Sampling of the Carlson School Class of 2000 Average Starting Salaries

BSBs (all majors):	\$38,609
BSB-MIS:	\$45,521
MA-HRIR:	\$58,000
MHA:	\$70,000
MBAs:	\$72,310

(excludes signing bonuses, averaging \$10,237, that 80% of MBA students receive)

### MBA Concentrations

Three new MBA concentrations this year are:

- E-Business,
- Supply Chain Management, and
- International Business. 🌐

# Investing in People

## Bob Jaedicke: Giving in So Many Ways

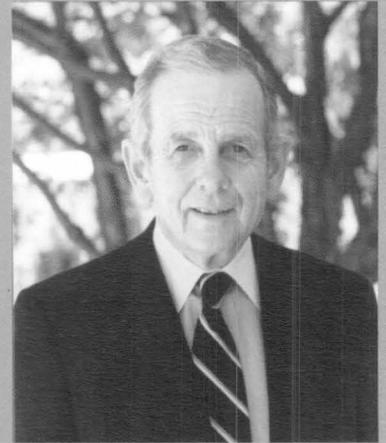
Bob Jaedicke, '57 Ph.D., knows the importance of a quality education. So, when he retired as dean of the Stanford Business School, Jaedicke got 're-involved' with the Carlson School.

"David [Kidwell] contacted me, and I was glad to get involved," says Jaedicke. "It was an opportunity to do things for people who had done things for me. Education is not a one-way street."

In addition to being a generous benefactor of the Carlson School, Jaedicke has provided advice and input on the School's capital campaign, including participating in the campaign feasibility study, speaking at an alumni function, and offering to meet alumni in cities he visits. "Sometimes I think the time I've spent at the Carlson School is more for my enjoyment than their benefit," says Jaedicke. "I spent five good years of my life at Minnesota and got to know people

there that I've now known for 50 years."

Jaedicke's passion for his alma mater was expressed at a Carlson School event in Silicon Valley a few years ago when he said, "I know the rage on college campuses is to treat students more like customers. Well, I have to tell you that when I was a student at the Carlson School, back then the U B-school, they didn't treat me like a customer, they treated me more like a member of the family."

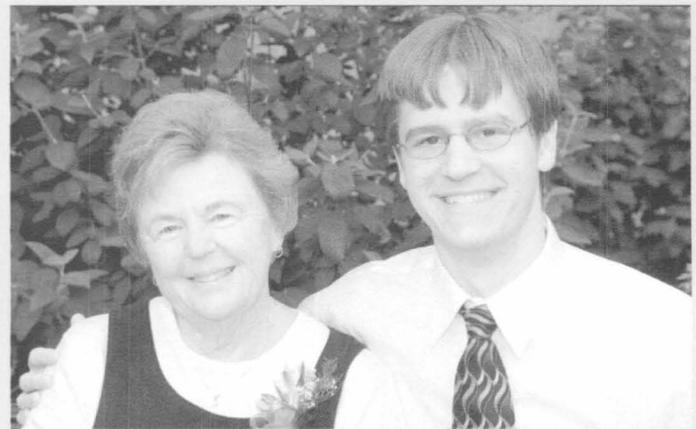


**Bob Jaedicke, '57 Ph.D.**

Jaedicke, a University of Minnesota Outstanding Achievement Award recipient, lives with his wife, Bette, outside of Bozeman, Montana.

## Attracting and Helping Students with Promise

**Top: Timothy LaCine, class of 2004, was the 2000 recipient of the Michael T. Steadland Memorial Scholarship. Benefactor Janice Wigren Steadland, pictured with LaCine, established the scholarship with Nina Wigren in 1998 in memory of her husband Michael Steadland, '55 BSB, '64 MA, and his commitment to business education. The fund assists undergraduate students from outside the seven-county Twin Cities metro area.**



**Bottom: Seventeen undergraduate students received Carlson Advantage Scholarship Program (CASP) funds in 2000. A renewable award, CASP has benefited hundreds of students since its inception in the mid-1970s. CASP benefactors include corporations and individuals such as Tom ('49 BSB) and Donna Brady, John ('42 BSB) and Jane Clark, Elliott Dubinsky, David and Jill Kidwell, 3M, General Mills, Medtronic, Philip Morris, GMAC-RFC and Fortis.**

**Pictured here: Back, left to right: Benefactors Jeffrey Scott ('68 BSB) and Jon Guy ('80 BSB); recipients Mark Smith, Lan Ta, Wendy Lam, Erin Freyermuth, Christian Zapeda; and Todd Williams, '91 BSB, a CASP benefactor and past award recipient. Front, left to right: recipients Venora Hung, Muna Hasan, Anne Leuschen, and Ailene Bui.**



# and Programs



CAMPAIGN MINNESOTA  
UNIVERSITY OF MINNESOTA

## Grieve Gift Moves Campaign Past \$50 Million Mark

Pierson "Sandy" Grieve and his wife, Florence, have provided the Carlson School with important gifts, including a significant current gift and a \$1 million estate gift to support the Dean's Strategic Initiative Fund. The latter allowed the Carlson School's Investing in People and Programs campaign to reach the halfway point towards a goal of \$100 million.

In addition to his current campaign gifts, Grieve was instrumental in driving the 1990s fundraising campaign to build the Carlson School facility. He helped the school raise \$20 million in private support and advocated on the school's behalf at the state legislature to secure \$25 million in state support.

After serving as Chair of the Carlson School Board of Overseers (BOO) for seven years, Grieve stepped down from the position in Fall 2000. Grieve, who served from 1993 to 2000, held the position longer than any previous chair. A member of the Board of Overseers for several years prior to taking the chair, Grieve devoted almost 20 years to the board.

"Sandy's generosity, direction, and commitment to advancing the Carlson School's mission have fostered a period of unparalleled growth during his tenure," said Dean David Kidwell at a ceremony recognizing Grieve's contributions. "His example sets a new standard for leadership, and his many contributions demonstrate the very highest level of friendship."

This spring Grieve will receive the Regents Award for the significant impact he has had on the Carlson School and the University of Minnesota. The Regents Award is conferred on individuals who have contributed to the building and development of the University through significant benefactions, or who have given exceptionally valuable and noteworthy service to the University.

**To learn more about giving opportunities, please contact Chris Mayr toll free at 877-625-6468, or 612-624-4193, or visit [www.campaign.umn.edu](http://www.campaign.umn.edu).**



Dean David Kidwell helped Pierson "Sandy" and Florence Grieve celebrate the naming of the courtyard in their honor.

## Gifts Inaugurate China Executive MBA Program

When the China Executive MBA Program (CHEMBA) was first conceived, Jean Ip, a University of Minnesota graduate, helped make it a reality. Ip's initial gift of \$100,000 toward developing the program was followed by Gene Sit's gift of \$250,000. When added to Ip's subsequent gift of \$150,000 and the seed money given by Michael Illbruck, '85 BSB, '87 MBA, the resulting \$600,000 plus allows the program a good financial base.

This partnership with Lingnan (University) College L(U)C, Zhongshan University, in Guangzhou, China is the third joint executive MBA degree program the Carlson School has embarked upon internationally. The program will focus on middle- and upper-level managers looking to further their careers. The program has been approved by the Carlson School faculty and awaits approval by the Board of Regents and other agencies.

"I am not only grateful to Jean for the financial support of CHEMBA, but it is great to get to know a philanthropic family who is building bridges," said Mahmood Zaidi, director of International Program Development. "Ip's mother was a graduate of L(U)C and her father, an MIT graduate, gifted MIT to train faculty of L(U)C. "Their gifts have helped two great institutions—Lingnan and the Carlson School," Mahmood continued. "Through the generosity of Jean, Michael and Gene, we hope the program will start this year." 🌟

# Faculty Focus

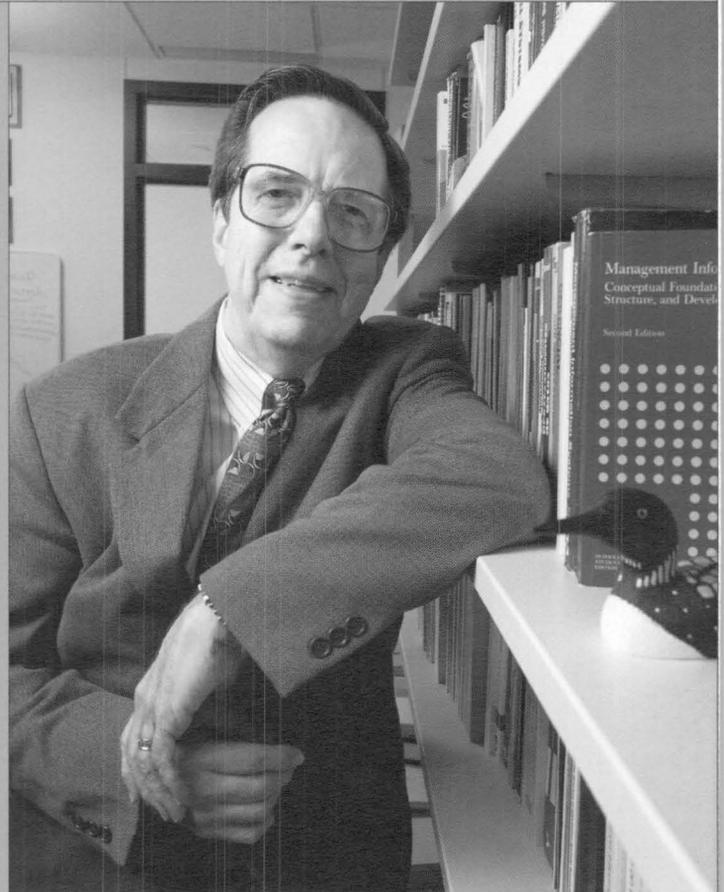
## Gordon Davis Awarded for Lifetime Contributions to Information Systems

"You can't throw a stone into the Information Systems (IS) community without hitting a Carlson School graduate," says Gordon Davis, Honeywell Professor of Management Information Systems at the Carlson School. "Our alumni are some of the leaders of the industry."

Davis should know. He was a driving force behind the creation of the Carlson School's doctoral and masters programs in Information Systems and has been involved in countless national and international scholarly projects, including the development of model curriculum and the management of the leading journal in IS, the MIS Quarterly. In December, Davis was recognized for his work when he received the LEO Award for lifetime contributions to the IS field from the Association for Information Systems (AIS), an international organization of scholars in the field.

Davis has long been a member of the AIS, and served as the group's fourth president. The December meeting, held in Brisbane, Australia, was the organization's 20th conference. The LEO Award, named for Lyon's Electronic Office, the first business computer, was established by the AIS to recognize individuals who have made lifetime contributions to the field of IS. This is the second year that the award has been given. Davis is this year's only honoree.

Davis began his teaching career in accounting, but had always been interested in information processing systems and how data is processed and collected. In 1964, he took a leave to work with the American Institute of CPAs in New York, where he studied the automating of information systems. When he returned to Minnesota, he joined with Carlson School colleagues and about 20 large local companies to build the Ph.D. and masters programs. Launched in 1968, the programs are generally recognized as the first formal IS degree programs in the United States. "We started out with



**Professor Gordon Davis received the LEO Award for his lifetime contributions to the IS field.**

about a dozen courses and it grew from there," says Davis. "It was popular from the start, and Minnesota became known as a place where the IS field was developing and interesting things were happening."

Davis has always been active in the international IS community, and has spent leaves in Brussels and Singapore. "The Minnesota program has been greatly enriched by what we've learned from other countries," he says. "For example, unlike the U.S., the North European emphasis in IS has been on the human or social aspects of introducing computers." Davis is also the U.S. representative to another international organization, the International Federation for Information Processing.

This year, Davis is in a phased retirement, but still continues to work to help maintain the international IS network and mentor faculty and doctoral students. ☀

# Upcoming Events

## FEBRUARY

**Wednesday, February 14**

"The Internet Revolution and Healthcare: Ten Years of Research on Consumer Health Informatics."  
Carlson School of Management  
Call 612-626-8795

**Friday, February 23**

University of Minnesota Maroon and Gold Day  
In honor of the University's 150th birthday, show school spirit by wearing maroon and gold today.

## MARCH

**March 2 MBA First Friday**

MBA Alumni & Student Networking Happy Hour  
Rathskellar at the Minnesota Brewery Gate #2 on West Seventh, St. Paul, 5:30-7:30 p.m.  
Call 612-625-8308

**Friday, March 2**

University of Minnesota "Gopher the Gold" business plan competition Executive Summary deadline

March 6 **FIRST TUESDAY**

David Kidwell, Dean  
Carlson School of Management  
Radisson Hotel Metrodome,  
11:30 a.m.-1:00 p.m.  
Call 612-626-9634

**Friday, March 9**

Minnesota Mutual Leadership Perspectives Speaker Series  
Joanne Benson, Education Officer  
Minnesota Business Academy and former Minnesota Lieutenant Governor  
3M Auditorium, 12:00 p.m.-1:30 p.m.

**Thursday, March 15**

**Business Day**  
Dinner at the Radisson Hotel Metrodome, 5:30 p.m.  
Keynote speaker Jim Campbell, '64 BSB

**Monday-Tuesday, March 26-27**

5th Annual E-commerce Conference  
Carlson School of Management  
Contact Les Wanninger,  
iii@csom.umn.edu

## APRIL

**Monday, April 2**

"The Transition of Health Insurance to Defined Benefit Plans vs. Medical Savings Accounts."  
Carlson School of Management  
Call 612-626-8795

April 3 **FIRST TUESDAY**

Jack Grundhofer  
Chairman & CEO, U.S. Bancorp  
Radisson Hotel Metrodome,  
11:30 a.m.-1:00 p.m.  
Call 612-626-9634

**Tuesday, April 3**

University of Minnesota "Gopher the Gold" business plan competition Plan submission deadline

**April 6 MBA First Friday**

MBA Alumni & Student Networking Happy Hour at Gluek's  
7th & Hennepin, Mpls, 5:30-7:30 p.m.  
Call 612-625-8308

## MAY

**Tuesday, May 1**

U of M Sesquicentennial grand finale

May 1 **FIRST TUESDAY**

Robert Stephens  
Founder & Chief Inspector  
The Geek Squad  
Radisson Riverfront Hotel, St. Paul  
11:30 a.m.-1:00 p.m.  
Call 612-626-9634

**Tuesday, May 1**

University of Minnesota "Gopher the Gold" business plan competition Judging and Finalists Awards Ceremony

**May 4 MBA First Friday**

MBA Alumni & Student Networking Happy Hour at Chevy's  
701 Hennepin Avenue South, Mpls  
5:30-7:30 p.m., Call 612-625-8308

**Thursday-Sunday, May 10-13**

School Reunion Weekend 2001  
Classes of '76, '81, '86, '91 & '96  
Golf tournament & receptions  
Call 612-625-8308

**Sunday, May 13**

Commencement and Reception  
Keynote speaker Bob Kierlin, '64 MBA

## JUNE

**June 1 MBA First Friday**

MBA Alumni & Student Networking Happy Hour at Sgt. Preston's  
221 Cedar Avenue, Seven Corners, Mpls  
5:30-7:30 p.m., Call 612-625-8308

June 5 **FIRST TUESDAY**

Steven Sanger, Chairman & CEO  
General Mills, Inc.  
Radisson Hotel Metrodome,  
11:30 a.m.-1:00 p.m.  
Call 612-626-9634

# Snapshots

## First Tuesday Luncheon Speaker Series for Alumni and Friends

November 2000

Eldon Miller, chair and CEO of Stockwalk.com Group Inc. presented "Change of Pinsetters and Bank Tellers: the Evolution of the Financial Services Industry Through the Internet Age."



December 2000

"The Challenge of Running a Professional Sports Team as a Business" was the topic of Glen Taylor's speech. Taylor is chairman and CEO of Taylor Corporation and owner of the NBA Minnesota Timberwolves.



January 2001

Dr. Ronald Glasser, physician and best-selling author on HMO issues, spoke on "Vietnam and Managed Care: A Twice-Told Tale."



## Alumnus David Fesler Recognized by Outstanding Achievement Award

Prior to his death in January 2001, David Fesler, '50 BSB, received the University of Minnesota Outstanding Achievement Award, the highest non-degree award bestowed upon an alumnus by the University. Fesler was an accomplished business person and an admired philanthropist—two defining aspects of his personality that were intertwined.

Following graduation, Fesler became president of both Liberty Agency, Inc. and Wim Company in 1952. While still working for those companies, he joined his family-owned lumber business, Lampert Yards, Inc., as president and director in 1966.

One year later, Fesler assumed yet another responsibility when he became president of Liberty State Bank. For the next 25 years, Fesler made sure Liberty State remained an inner-city bank focused on community development and helping individuals in need.

Fesler's altruistic reputation extended well beyond banking circles, as he spent his time as a volunteer and philanthropist to several organizations. He had a heart for making a difference in the lives of people and the quality of life in the community. We are saddened by the loss of this outstanding individual.



*David Fesler accepts the Outstanding Achievement Award at a ceremony in December. Pictured are Chris Mayr, director of Development, BJ Fesler, David Fesler, and Christine Maziar, dean of the Graduate School at the University.*



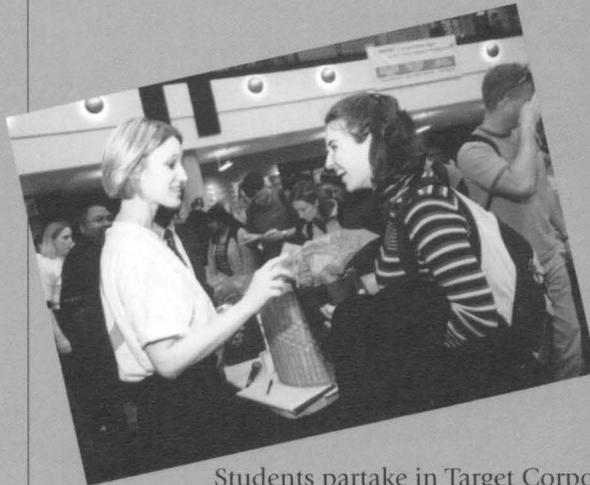
Jennifer (Hautala) Simek, '98 MBA, was named one of the University of Minnesota Alumni Association's (UMAA) Rising Star Award winners. Pictured are Margaret Carlson, executive director of UMAA, Jennifer Simek, and Jean Fountain, '74 MBA and UMAA board of director and president.



Pictured from left to right are Mike Shong, Chris Theirl, First Friday Committee Chair Kevin Terrell (seated), Dave Aga, Runar Andersen, Deb Skoog, Byron Shen, '00 CEMBA, and Bernard Chi, a few of the recent participants at the January 2001 First Friday networking event. All but Shen are '95 MBA graduates.



Gary and Mary Holmes hosted a reception for alumni that are Twin City entrepreneurs to learn more about the Carlson School Center for Entrepreneurial Studies (CES). Pictured from left are Gary Holmes, owner and founder of CSM corporation, Mary Holmes, Doug Johnson, co-director of CES, and David Kidwell, dean.



Students partake in Target Corporation Day at the Carlson School. Customized activities included a video wall, holiday preview, pizza lunch, and leadership lectures given by top-level Target executives.

# Class Notes

## 1930s

**Horace A. Greenberg, '31 BSB**, is living in Laguna Hills, California and celebrated his 91st birthday in November. He has been retired since 1974.

**Ralph Voss, '34 BSB**, celebrated his 90th birthday in August at his home in Portland, Oregon. Since 1978, Voss has been retired from the banking industry, where he served as chair and CEO of Western Bancorporation in Los Angeles.

**Alan Ruvelson, '36 BSB**, was recently inducted into the Minnesota Business Hall of Fame.

## 1950s

**Clinton Schroeder, '55 BSB**, was elected president of the American Council on Gift Annuities.

## 1960s

**Gordon Sprenger, '61 MHA**, was elected co-chair of the Coalition to Protect America's Health Care, a group of business, hospital and healthcare leaders dedicated to raising awareness about hospital and community-based healthcare issues. Sprenger serves as president and chief executive officer of Allina Health System in Minneapolis.

**John Bierbaum, '67 BSB**, was named executive vice president of corporate growth and strategic planning at PepsiAmericas.

**Roger Boelter, '67 BSB**, works in Minnetonka, Minnesota as a controller for IdentiSys, Inc. He lives in Apple Valley, Minnesota.

## 1970s

**Bob Buuck, '70 BSB, '72 MBA**, and his wife, Gail, were named Outstanding Individual Philanthropists for 2000 by the Association of Fundraising Professionals - Minnesota chapter, formerly NSFRE. The Buucks were recognized for more than 20 years of supporting educational, cultural, and social service organizations in Minnesota.

**Gordon Gauss, '74 BSB**, is a quality assurance manager for Mosaic Printed Circuits-Arizona in Phoenix. He currently lives in Tempe, Arizona.

**Harold Knutson, '75 BSB**, was named vice president and chief information officer for BestBuy.com.

**James Hawley, '76 BSB**, joined Manchester Companies, Inc. as vice president.

**John P. Baxter, '77 BSB, '79 MA-HRIR**, lives and works in Aurora, Minnesota as a section manager of human resources for LTV Steel Mining Co. He is also the president of a small wood component manufacturing company.

**Mary Pat Blake, '77 BSB**, is senior vice president for marketing and programming at Charter Communications, Inc. She lives in St. Louis, Missouri.

**Mark Hong, '77 BSB**, was named vice president of finance at Convergent Capital.

**Andy Johnson, '78 BSB**, left his position at Fingerhut and joined Autoplanet.com as its chief executive officer.

**Edward Bennett, '79 MBA**, is the vice president of OPIN Systems in Bloomington, Minnesota. He lives in Chanhassen, Minnesota.

**Kevin Petersen, '79 BSB**, recently retired from the U.S. Navy as a commander and started a new career working for the city of Chesapeake, Virginia as a senior budget analyst.

## 1980s

**Garry Lowenthal, '80 BSB, '83 MBT**, was named senior vice president of strategic alliances and acquisitions at LearningByte International.

**Douglas Shellum, '80 BSB**, was named director of facility services for the Property Management Division of United Properties.

**Stephen Bauman, '81 MA-HRIR**, was named vice president of human resources at Graco.

**David Reynolds-Gooch, '81 MBA**, was named vice president of marketing at LearningByte International.

**Lisa Ellram, '82 BSB, '87 MBA**, was appointed as a professor of supply chain management at Arizona State University's College of Business. She also recently was named chair of the Educational Resource Committee for the National Association of Purchasing Management.

**Kenneth J. Nelson, '82 BSB**, is now an ordained pastor serving two Lutheran congregations in north-central Nebraska.

**David Harper, '83 BSB**, left his position at Moore Medical Corporation and was appointed chief financial officer of Noble International, Ltd.

**Charles W. Mooty, '83 BSB, '84 MBA**, was named chief executive officer of International Dairy Queen. Prior to his promotion, Mooty was the executive vice president and chief financial and administrative officer of International Dairy Queen.

**Ellen Hertz, '84 MBA**, was named a partner at Accenture.

**Scott Otis, '84 BSB**, is the director of business development for ADC Telecommunications in Eden Prairie, Minnesota.

**Dane Anderson, '85 BSB**, was named CFO, treasurer and secretary at Mocon, Inc.

**Kevin Sevcik, '85 MBA**, was named manager and vice president of commercial lending at the Roseville, Minnesota branch of Community National Bank.

**Marianne Aamodt, '86 BSB, '87 MBA**, is the financial support director for Hydro Aluminum Metal Products in Norway. She was recently awarded "Chief Financial Officer of the Year 2000" by the Norwegian Association of Masters of Science in Business at its Economic Leadership 2000 conference.

**Pamela Lillehei, '86 MA-HRIR**, is the president of Lillehei Mediation and Training in Apple Valley, Minnesota. She also wrote a book, titled "Every Step of the Way, A Faith Journey through Breast Cancer," that was released in September 2000.

**Lawrence Mohr, '86 BSB, '91 MBT**, was promoted to director at Deloitte and Touche.

**Andrew Sukawaty, '86 MBA**, president and chief operating officer of

Callahan Associates International, was named co-chairman by the board of directors at Nupremis, Inc.

**Peter Torvik, '86 BSB**, joined First American Asset Management as the executive vice president of the First American Funds Group.

**Rick Brimacomb, '87 BSB, '93 MBA**, is a partner with Sherpa Partners. He lives with his wife, Kelly, and their children in Minneapolis.

**Alice Chang, '88 MBA**, is a senior principal at American Management Systems, Inc. in Fairfax, Virginia.

**Scott Dillon, '88 BSB**, became a partner at Deloitte and Touche.

**Roger Griffith, '88 MBA**, is the executive vice president and CFO of the Minnesota Timberwolves. Griffith recently shared his experiences with University of Minnesota students when he spoke at the Minnesota Mutual Leadership Lecture Series in October 2000.

**Jeffrey Iverson, '88 MBA**, works in Minneapolis as a business systems analyst for Hennepin County. He lives in Brooklyn Park, Minnesota.

**Stephen Swartz, '88 MBA**, was named partner at Accenture.

**Pamela Stegora Axberg, '89 MBA**, was promoted to senior vice president of the central office of engineering and operations at Qwest Communications in Plymouth, Minnesota.

**Doug Dorow, '89 MBA**, lives and works in Minneapolis as a development leader in brokerage technologies for American Express.

**Brian Janz, '89 MBA, '95 Ph.D.**, was promoted to associate professor of MIS with tenure in the fall of 2000 at the Fogelman College of Business and Economics at the University of

Memphis. Janz has been named director of the Institute for Managing Emerging Technology.

**Tamara Koopman, '89 MBA**, joined Meulebroeck, Taubert & Co., an accounting firm based in Luverne, Minnesota, as a partner.

**Tom Platner, '89 MBA**, was named to the new position of vice president engineering and manufacturing for Fargo Electronics, Inc.

### Twin Cities Business Monthly "Super CPA"

**David Steingart, '82 MBT**  
**Michael Bromelkamp, '85 MBA**  
**John Ries, '92 MBT**

### CityBusiness "Most Innovative Women"

**Kamala Puram, '83 MBA**  
**Dori Molitor, '84 BSB**

## 1990s

**Kean Chan, '90 BSB**, lives and works in Austin, Texas as a marketing manager for Commemorative Brands, Inc.

**George DeMarco, '90 MBA**, is the vice president of Stratum Group, L.P. in New York City.

**Wolfgang Illbruck, '90 BSB**, is a manager for HCI Deutschland GmbH in Neuss, Germany.

**Brian Legried, '90 MBA**, was named senior vice president of the LeasExpress business line at Farm Credit Leasing.

**David Youngquist, '90 BSB**, is the operations manager for NCR Corporation in Dayton, Ohio. He resides in Lebanon, Ohio.



Assistant Professor of Accounting Arijit (Ari) Mukherji, age 38, died on October 30 from heart-related problems in his home in Minneapolis. Ari's 10 years of service at the Carlson School set a standard of excellence for teaching and research. His dedication to students was recognized by such honors as the CEMBA Lifetime Teaching Award (2000), CEMBA Curtis Cup Outstanding Teacher of the Year (1993, 1996, 1997, 1998), and MBA Professor of the Year (1997). Ari's numerous research contributions to the areas of economics and accounting made him a leading scholar and expert resource to his colleagues at the Carlson School and around the world. Ari was remembered in a memorial service at the school on December 1.

Accounting faculty established a memorial fund in his name to endow the Arijit Mukherji Accounting Fellowship to provide support for accounting students. For more information or to make a gift, contact Troy Lindloff at 612-626-7339 or [tlindloff@csom.umn.edu](mailto:tlindloff@csom.umn.edu).

**Grant Campany, '91 BSB, '92 MBA**, is the director of corporate development at Onyx Pharmaceuticals, Inc. in Richmond, California.

**Dan Waller, '91 MBT**, is the director of tax planning for United Health Group in Minnetonka, Minnesota. He lives in Eden Prairie, Minnesota.

**William Johnson, '92 BSB**, is a tax assistant with Lakehead Pipeline in

Duluth, Minnesota where he lives with his wife, Cary, and children, Madison and Colten.

**Patrick O'Brien, '92 MBA**, is the manager of strategy development for Best Buy Company, Inc.

**Nii-Ayite Quaye, '92 MBA**, is the director of corporate business development for ADC Telecommunications in Minnetonka, Minnesota. He lives in Edina, Minnesota.

**Karl Self, '92 MBA**, was named director at the University of Minnesota Community-University Health Care Center.

**Hien Cao, '93 BSB**, lives in Edina, Minnesota and works as a marketing and sales managing director for Champion Air in Bloomington, Minnesota.

**Thomas Hoverman, '93 MBA**, is the CEO and senior instructor at Thomas Hoverman e-Business Learning in Shorewood, Minnesota.

**Chad Kelly, '93 MBA**, joined U.S. Bancorp as the managing director and head of marketing for the Equity Capital Markets Division. Based in Minneapolis, Kelly will be responsible for the global brand building of the division.

**Ya-Ling Chiu, '94 MBA**, lives and works in Taipei as a senior financial analyst for Citibank Taiwan.

**Marie Jacobson Elwood, '94 MBA**, moved back to Minneapolis after working in brand management in Manhattan, to form Avalanche Marketing. She was married to her husband, Ward, in 1997.

**Christopher Haskett, '94 BSB**, is a corporate banking associate for U.S. Bancorp in Minneapolis. He lives in Golden Valley, Minnesota.

**Linda Lonson, '94 BSB**, is a sales manager for General Mills, Inc. She is also the president of the Twin Cities Alpha Kappa Psi alumni chapter.

**Kent Oldham, '94 MA-HRIR**, has been with Aurora Healthcare in Milwaukee for two years as a supervisor of compensation. He lives in Wauwatosa, Wisconsin with his wife, Jennifer, and son, Ethan.

**Robert Pieper, '94 MBA**, lives and works in Elmhurst, Illinois as a brand manager for Keebler Company.

**Dan Roselli, '94 MBA**, left his position at Allied Domecq PLL and joined Bank of America as a brand and communications executive.

**Kevin Senn, '94 BSB**, lives and works in Overland Park, Kansas as a business analyst for Sprint.

**Charisse Atton, '95 BSB**, was named manager of financial institutions at McGladrey & Pullen Accounting Firm.

**Ira Hendon, '95 CEMBA**, is a principal in IBM's e-Business Industrial Services in Minneapolis.

**Glenn Iverson, '95 MBA**, lives and works in Denver as a finance consultant for HAF Limited.

**Travis Jackson, '95 MBA, '95 MHA**, is a partner with My ephit.com and ephorlife. He works in Salt Lake City while living in Kaysville, Utah.

**Mark Regal, '95 MBA**, is the vice president of Donaldson, Lufkin & Jenrette in New York City. He resides in Chicago.

**Cary Robinson, '95 MBA**, joined U.S. Bancorp in the firm's Equity Capital Markets Division as a vice president and senior technology research analyst. Robinson was previously an analyst at American Express Financial Advisors.

**Christopher Theirl, '95 MBA**, is the analyst relations manager for Interelate, Inc. in Eden Prairie, Minnesota. He lives in Minneapolis.

**Nikolai Fetissov, '96 MBA**, is the vice president of fixed income at Credit Suisse First Boston in London.

**Bill Haydon, '96 MBA**, recently joined Vital Images, Inc. as the director of marketing. He and his wife, Tricia, live in Minneapolis.

**Nam Hoang, '96 BSB**, lives in Golden Valley, Minnesota and works as a client development manager with Banana Republic at GE Capital Card Services based in San Francisco.

**Jillian McAdams, '96 MBA**, is a brand development director in Charlotte, North Carolina for Concentric Consumer Marketing.

**Hiroko Mikurino, '96 MBA**, is a senior international accounting supervisor for Altera Corporation in San Jose, California.

**Chanyoung Park, '96 MBA**, is the branch head for Good Morning Securities Co., Ltd. in Seoul, Korea. He currently lives in Koyang, Korea.

**Jennifer Poddig, '96 MBA**, works at Abbott Laboratories as a project leader on the marketing product development team.

**Diane Selleck, '96 MBA**, works in Minneapolis as a principal for Organization Success and Development, Inc.

**Lori Windschitl, '96 BSB**, is a supervisor for Carlson, Lundquist & Co., Ltd. in Minneapolis.

**Dianne Austgen, '97 BSB**, was named director of accounting services at Internet Broadcasting Systems.

**David Chechelashvili, '97 MBA**, is the vice president of marketing for NeurOK, LLC in Arlington, Virginia.

**Robert Gallagher, '97 MBA**, was appointed chief financial officer of Digital Biometrics, Inc. in Minnetonka, Minnesota.

**Bruce Johnson, '97 MBA**, is a senior consultant for Deloitte Consulting in Minneapolis. He lives in Edina, Minnesota.

**Dariusz Karwacki, '97 MBA**, works for PricewaterhouseCoopers, LLP as an executive in Warsaw, Poland.

**Scott Larson, '97 MBA**, is an intermediate research analyst in the Equity Investments Division of Allstate Insurance in Northbrook, Illinois. He is also the co-author of a recent study that outlines the low returns and high risks of investing in stocks that trade on the over-the-counter bulletin-board market.

**Timothy Pomaville, '97 BSB**, lives and works in Chicago as an associate with Jones Lang LaSalle.

**Brian Ringwelski, '97 MBA**, was promoted to vice president of proprietary equity derivatives in San Francisco. He lives in Clayton, California.

**Dave Sauder, '97 MBA**, is the director of quality assurance for ADC Telecommunications in Shakopee, Minnesota.

**David Anderson, '98 MBA**, lives in Hugo, Minnesota and works as a consultant for PricewaterhouseCoopers LLP in Minneapolis.

**Michael Breza, '98 MBT**, was promoted to senior manager at RSM McGladrey.

**Nancy Carlson, '98 MBA**, lives and works in Minneapolis as a business consultant for The Pillsbury Company.

**Joann Ellsworth, '98 MBA**, was promoted to practice manager at Pragmatek Consulting Group, Limited. She resides in Rush Lake, Minnesota.



**Joann Ellsworth**

**Eric Gidlow, '98 MBT**, was promoted to managing director at RSM McGladrey, Inc.

**John Hizon, '98 MBA**, is a CEI process planner for Best Buy Company, Inc. in Eden Prairie, Minnesota. He lives in Minneapolis.

**Guarav Khetrpal, '98 MBA**, resigned from Medtronic and decided with his wife, Tara, to relocate to California where he will begin a position with Intel Capital in Santa Clara.

**Piotr Karasek, '98 WEMBA**, was promoted to finance director at Siemens Polska in Poland.

**Cheryl (Rose) Lind, '98 MBA**, lives and works in Minneapolis where she is a financial analyst in Management Reporting and Analysis for Wells Fargo Bank.

**Be included in the next issue of "Class Notes." Use the enclosed form and fax it to 612-624-6374, or send your news items and photos in the envelope provided. You also may contact Lori Bush, Director of Alumni Relations by e-mail at [lbush@csom.umn.edu](mailto:lbush@csom.umn.edu), or by phone at 612-625-1556.**

**Douglas Maltby, '98 MBA**, is a consultant for eFunds Corporation in Shoreview, Minnesota. He lives in Roseville, Minnesota.

#### Web Site Link

Send Class Notes to the school and stay in touch with your classmates through the "Carlson School Alumni Network" on the Carlson School web site. The path to follow is [www.csom.umn.edu/CSOM/Alumni/index.html](http://www.csom.umn.edu/CSOM/Alumni/index.html)

**Melanie Mitchell, '98 BSB**, lives and works in New York City in institutional marketing and client services for Credit Suisse Asset Management, LLC.

**Christopher Meldrum, '98 MBA**, is a manager for Paradigm Genetics, Inc. He lives in Durham, North Carolina.

**Amy Ostlund, '98 BSB**, works as an information analyst for EDS in St. Paul.

**Jo Ann Tate, '98 MBA**, is a senior consultant for FutureNext in Burlingame, California.

**Michael Townley, '98 MBA**, lives and works in New York City as a partner at The Carlin Group.

**Amy Yescavage, '98 BSB**, works in Minneapolis as a financial advisor for PaineWebber. She currently resides in Eagan, Minnesota.

**Erik Allen, '99 BSB**, lives in Wayzata and works for Target Corporation in Minneapolis.

**Troy Barrow, '99 MBA**, is an associate marketing manager for The Pillsbury Company in Minneapolis.

**Carlos Calderon, '99 CEMBA**, recently was promoted to vice president and general manager of

global operations for the systems integration division of ADC Telecommunications. Calderon lives in Eden Prairie, Minnesota.

**Michael Dolan, '99 MBA-JD**, is an attorney in the business litigation group of Oppenheimer Wolff & Donnelly LLP. Before joining the firm's Minneapolis office, Dolan served as judicial law clerk in the Minnesota Court of Appeals.

**Derek Holm, '99 MBA**, works for Best Buy Company, Inc. in Eden Prairie, Minnesota as a financial analyst. He resides in Chanhassen, Minnesota.

**Tracy Larsen, '99 BSB**, works in Minneapolis for Target Corporation. She lives in Maple Grove, Minnesota.

**Joy Lindsay, '99 MBA**, is the president of StarTec Investments, LLC in Bloomington, Minnesota. She currently lives in Oakdale, Minnesota.

**Natalia Kieffer, '99 BSB**, works for American Express Financial Advisors as a financial analyst.

**Timothy Mundahl, '99 MBA**, is a senior financial analyst for Dain Rauscher in Minneapolis.

**W. Timothy Owen, '99 MBA**, is an information technology asset management senior analyst for Xcel Energy, Inc. in Minneapolis. He lives in North Oaks, Minnesota.

**Sriram Potti, '99 MBA**, is a project manager for SDG Corporation in Norwalk, Connecticut.

**Rhonda Raffelson, '99 BSB**, is a systems integration developer for Best Buy Company, Inc. She currently lives in St. Louis Park, Minnesota.

**Francisca Rahardja, '99 MBA**, lives and works in New York City as an assistant brand manager for Phillip Morris USA.

**John Rootness, '99 MBA**, is an associate at The Rahn Group in Minneapolis.

**Michael Russell, '99 MBA**, is a staff financial analyst for Medtronic, Inc.

**Alex Vicanovic, '99 BSB**, is an associate consultant for PricewaterhouseCoopers, LLP in Cleveland. He lives in Lakewood, Ohio.

## 2000s

**Matt Burkhart, '00 MHA**, is an administrative fellow with Avera McKennon Health System in Sioux Falls, South Dakota.

**Matthew Carpenter, '00 MBA**, is a financial analyst for U.S. Bancorp. He currently resides in St. Paul.

**Pablo Celi, '00 MBA**, works in St. Paul as an integration project manager for Ecolab.

**John Dao, '00 MHA**, is a consultant with Hamilton HMC in Minneapolis.

**Kevin Davidson, '00 MHA**, is a consultant with Premier, Inc. in San Diego.

**Craig Deao, '00 MHA**, is an administrative fellow for VHA, Inc. in Irving, Texas.

**Susan Ellis, '00 MBA**, is a marketing associate for Nestle USA in Glendale, California. She currently lives in Sherman Oaks, California.

**Mick Gibbs, '00 MHA**, is an administrative fellow for Rapid City Regional Hospital in Rapid City, South Dakota.

**Todd Hall, '00 MBA**, is a global commodity manager for Solectron in Charlotte, North Carolina. He lives in Concord, North Carolina.

**Jennifer Hallatt, '00 MHA**, is an administrative fellow with Mercy Health System in Janesville, Wisconsin.

**Kristi Holtquist-Nelson, '00 MHA**, is an administrative fellow for Owatonna Hospital in Owatonna, Minnesota.

**John Hoven, '00 MBA**, lives in Minneapolis where he is a senior financial analyst for Carlson Companies Leisure Group.

**Christine Jaraczewski, '00 MBA**, is a senior financial analyst for West Group in St. Paul.

**Weston Johnson, '00 BSB**, is an analyst for CSL International in Plymouth, Minnesota. He lives in St. Louis Park, Minnesota.

**Rahul Joglekar, '00 MHA**, is an administrative fellow for the Dominican Hospital in Santa Cruz, California and Catholic Healthcare West in San Francisco.

**Keith Koland, '00 MBT**, was promoted to manager at RSM McGladrey, Inc.

**Bryan Mueller, '00 MHA**, is an administrative fellow at the Mayo Clinic in Rochester, Minnesota.

**Megha Mungekar, '00 MHA**, is an administrative fellow for Thomas Jefferson Hospital in Philadelphia.

**Aditi Munshi, '00 BSB**, lives and works in Minneapolis as an analyst for Wells Fargo Bank.

**Thor Nelson, '00 MHA**, is an administrative fellow at Fairview Southdale Hospital in Edina, Minnesota.

**Erik Olson, '00 MHA**, is an administrative fellow at Hahnemann University Hospital in Philadelphia.

**Jim Peterson, '00 MBA**, works in Mount Olive, New Jersey as a market-

ing associate for BASE. He lives in Wharton, New Jersey.

**Jodi Peterson, '00 MHA**, is an administrative fellow and employee of Regions Hospital in St. Paul.

**Stanley Phillips, '00 MBA**, works in Hillsboro, Oregon as a business systems analyst for Intel Corporation.

**Luiz Pires, '00 CEMBA**, works for McKinsey & Company in Rio de Janeiro.

**Jennifer Plush, '00 MHA**, is an administrative fellow with Mercy Health System in Janesville, Wisconsin.

**Kathleen Pytleski, '00 CEMBA**, joined Carlson Technology Associates in its financial services division.

**Greg Raymond, '00 MHA**, is an administrative fellow with Catholic Healthcare West – St. Joseph's Hospital and Medical Center in Phoenix, Arizona.

**Brian Rice, '00 MHA**, is a consultant for CAP Gemini Ernst & Young in Chicago.

**Kristen Rodacker, '00 BSB**, works in Minnetonka, Minnesota for the Ford Motor Company. She lives in Eden Prairie, Minnesota.

**Michelle Roers, '00 MHA**, is an administrative fellow for North Memorial Medical Center in Minneapolis.

**Paul Rooprai, '00 MHA**, is an administrative fellow at the University of Louisville Hospital in Louisville, Kentucky.

**Brad Schipper, '00 MHA**, is an administrative fellow at the Sioux Valley Hospital and Health System in Sioux Falls, South Dakota.

**Jason Schwartz, '00 MBA**, is a manager in Strategic Development for Commtouch Software, Ltd. headquartered in Mountain View, California, where he currently resides.

**Brian Sinkula, '00 BSB**, is an analyst at Goldsmith Agio Helms in Minneapolis. He resides in Roseville, Minnesota.

**Lisa Splichal, '00 BSB**, lives and works in Las Vegas as an advertising coordinator for Aladdin Resort and Casino.

**Cari Stremick, '00 MHA**, is an administrative fellow at Fairview-University Medical Center in Minneapolis.

**Liz Stuller, '00 MHA**, is a consultant for Deloitte & Touche in Chicago.

**Chris Thomes, '00 MHA**, is an administrative fellow at HealthEast St. Joseph's Hospital in St. Paul.

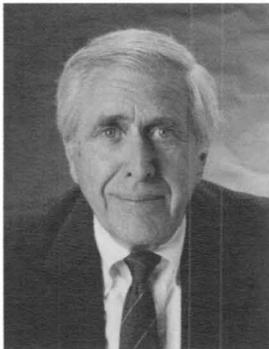
**Michael Trefla, '00 BSB**, is a grain merchant in Portage, Indiana for Cargill, Inc. He lives in Valparaiso, Indiana.

**Qing Zhao, '00 MBA**, is a project specialist for DIRECTV, Inc. in El Segundo, California. He lives in Torrance, California.

## Deceased

**Donald & Evelyn Gates, '39 BSB**, both passed away, Evelyn in August and Donald in September. Both grew up in Fairbault, Minnesota and shared their lives together in marriage for 60 years. Donald was formerly a divisional vice president of B.F. Goodrich Tire Company until his retirement in 1975. Evelyn was an active member in Altar Guild and the Quiet Committee. They enjoyed tending to their garden and sharing their love of gardening with others.

**John "Jack" Pearson, '48 BSB**, died on September 12. Pearson was the former chairman of Northwestern Mutual Life. He was active in the Minneapolis Youth Trust, the Minnesota Private College Council and the United Way of Minneapolis. Furthering his belief in the importance of education, Pearson served as a member of the Carlson School's Board of Overseers. He is survived by his wife, Sharon, his children, Cindy and Tom, and three grandchildren.



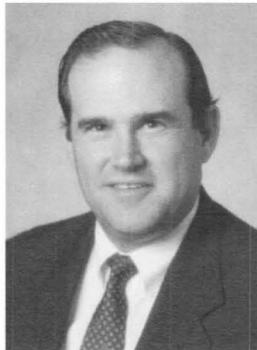
**John Pearson**

**Stephen M. Treacy, '48 BSB**, a World War II pilot and graduate of the Carlson School, passed away on August 11. Treacy, an avid golfer was captain of the golf team and a member of Chi Psi fraternity during his days at the University. He spent his entire career in the flour milling business, moving in 1965 to Chicago, where he joined Archer Daniels Midland as vice president for sales. Treacy lived in Wilmette, Illinois and retired in 1985. He is survived by his wife, Rosalie, sons Stephen Jr., Timothy, Mike, and Pat, daughters, Mary, Ann, and Lisa.

**David Fesler, '50 BSB**, passed away on January 17, 2001. David is survived by his wife, Elizabeth "BJ" Fesler, and three children, Janet, Nancy and Dael. Please see story on David's many accomplishments on page 16.

**Bruce Huber, '68 BSB**, passed away on August 25 at his home in Hudson, Wisconsin. Huber worked for U.S. Bancorp Piper Jaffray for 26 years as

the managing director of equity capital markets. He served as chairman of the finance committee and a member of the Board of Trustees for Hill-Murray High School. Also Huber was active in the Carlson School's Center for the Financial Services Industry. He is survived by his mother, Jean, wife, Patricia, and three children, Molly, Kathleen, and John.



**Bruce Huber**

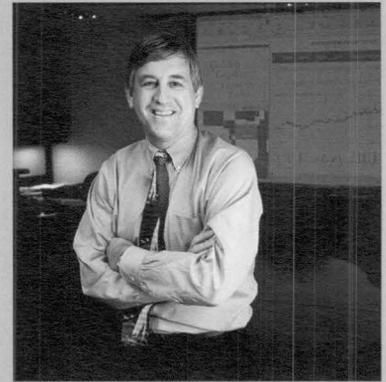
**Dennis H. Burnham, '70 BSB**, died peacefully at his home on October 15. After graduating in 1970, Burnham joined the army, and was stationed in Portland, Oregon. After four years of service he was assigned to the Minneapolis Field Office for duty with the Secret Service. He also worked in Washington, D.C., Chicago, and Buffalo, New York before retiring to Minneapolis in 1993.

**Kristy Cua, '00 Ph.D.**, a graduate of the doctoral program in Operations and Management Science, passed away in Hong Kong on September 20. Kristy had started her position as an assistant professor in the department of Information and Systems Management at the Hong Kong University of Science and Technology. She is survived by her parents and two older sisters.

Kristy was remembered in a memorial service on November 10 at the Carlson School. The Operations and Management Science department has established an annual Kristy O. Cua Award.

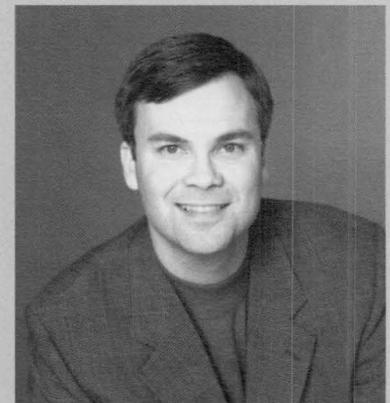


## Alumni Foster Learning



**Tom Brakke**

**Tom Brakke, '83 BSB**, joined the Carlson School in September as the professional director of the Golden Gopher Growth Fund (GGGF). In this position he helps coordinate the investment, technology, accounting, client relations, and other activities of the MBA students who run the fund. In addition, Brakke teaches a class at the Carlson School to GGGF students that focuses on topical areas of investment management not covered in the standard MBA curriculum.



**Roy Wetterstrom**

**Roy Wetterstrom, '86 BSB**, joined the Center for Entrepreneurial Studies (CES) at the Carlson School as the first volunteer for its Entrepreneur In Residence (EIR) program. Students may use the EIR as a sounding board for ideas, an advisor on particular situations, or an instructor on special topics such as financing a new venture or developing a marketing plan. Wetterstrom is the president, CEO and co-founder of Plural, Inc.

A Continuing Education Opportunity for Carlson School Alumni and Friends

## SPRING PREVIEW

**GENERAL MANAGEMENT**

Minnesota Management Institute (MMI)	March – May, 2001
Minnesota Management Academy (MMA)	March 19-23, 2001
21st Century Executive Speaker Series	March – November, 2001

**FINANCE**

Financial Strategy	March 5-7, 2001
Finance for Non-Financial Managers	April 3-6, 2001
Mergers & Acquisitions	May 7-8, 2001

**MARKETING/SALES**

Sales Management Fundamentals	March 13-15, 2001
Executive Sales Management Program	March 20-22, 2001
Strategic Marketing	April 30-May 2, 2001
Fundamentals of Marketing	May 1-3, 2001
Strategic Brand Management	May 7-9, 2001

**GENERAL PROGRAMS**

Fundamentals of Project Management	February 28-March 2, 2001
Decision Making:	
Risk Analysis/Management	March 5-7, 2001
Advanced Leadership Program	March 14-16, 2001
Advanced Management Program	
for Healthcare Executives	March 25-30, 2001
Strategy Implementation	April 18-20, 2001
Human Resource Executive Program	April 23-26, 2001
Talent Management Strategies	May 21-23, 2001
Health IT Analysis Institute	June 24-27, 2001
E-Business Strategies	Spring, 2001 ( <i>dates to be announced</i> )

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# TUESDAY

**The First Tuesday Luncheon Series is an award-winning event you won't want to miss! The Series features prominent business leaders addressing current business topics for alumni and friends of the Carlson School of Management.**

Mark your calendar...

**March 6**

David Kidwell  
Dean  
Carlson School of Management

**April 3**

Jack Grundhofer  
Chairman & CEO  
U.S. Bancorp

**May 1**

Robert Stephens  
Founder & Chief Inspector  
The Geek Squad  
Radisson Riverfront Hotel St. Paul

\*Note the different location this month.

**June 5**

Steven Sanger  
Chairman & CEO  
General Mills, Inc.

Program sponsored by:  
**Deloitte & Touche**  
Promotion sponsored by:  
**Twin Cities Business Monthly**

Most programs held at the  
Radisson Hotel Metrodome,  
East Bank Campus.  
11:30 a.m. - 1:00 p.m.

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**A Magazine for Alumni and Friends**

For information about Carlson School alumni programs, call Alumni Relations toll free at 877-625-8468, 612-625-1556 or by e-mail: lbush@csom.umn.edu. Visit our Web site at http://www.carlsonschool.umn.edu.

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Director of Advancement

Alice Pepin  
Director of Communications and Marketing

**Advisory Board Leadership**

James Campbell  
Chair, Board of Overseers

Harold Goldfine  
Chair, Alumni Advisory Board

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**On the cover:**

**Specimens IX, 1999 by Terry Karson**

**Artist Terry Karson's "Specimens IX" as shown on the cover can be viewed in the School's Graduate Student Lounge.**



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# CARLSON SCHOOL



## It's a Brand New Day for Corporate Branding

1

The buzzword is brand. We interviewed alumni to see how today's marketers create consistent, relevant, distinctive messages around their names to exude strong personalities and bring their brands to life in an increasingly competitive marketplace. Alumni share their success secrets and give examples of companies that have built exceptionally strong brands.

## Alumni Connection

8

## Investing in People and Programs

10

## Snapshots

12

## Tribute to Dean David Kidwell

14

In this issue we recognize David Kidwell for his many and varied accomplishments as Dean of the Carlson School. See page 14 as we reflect on the mergers and IPOs he initiated, the top-notch students and faculty he acquired, and the building of a stellar, technologically advanced facility he spearheaded during his tenure.

## Class Notes

17

### Dr. Larry Benveniste Assumes Interim Dean Position

Robert H. Bruininks, executive vice president and provost announced Dr. Larry Benveniste will assume the interim dean position at the Carlson School on August 27, 2001. Benveniste's current position is associate dean for faculty and research.

"I agree with the broad sentiment of the Carlson [School] community that this is not a time to pause, but rather a time to take every opportunity to advance the long-term priorities of the Carlson School of Management," said Bruininks. "Given Dr. Benveniste's familiarity with the major initiatives currently underway at the Carlson School, I believe he can insure the



Dean David Kidwell



Dr. Larry Benveniste

school maintains its current direction and progress while we search for a permanent dean."

A search committee representing constituencies from across the Carlson School, the University, and the business community is identifying candidates for the permanent dean position. The international search firm of Korn/Ferry also is assisting with the process.

IT'S A NEW DAY FOR

# *Corporate Branding*

With milestone advances in the technological and global marketplaces, many companies are rethinking their tried-and-true branding strategies. Thus an increasing number of 21st-century marketers are seeking cutting-edge ways to build and strengthen brand equity in a highly competitive environment. As a recognized leader in brand management research and education, the Carlson School of Management has many widely recognized research opinions and alumni success stories to share on this subject. This feature highlights a few of them.

By Linda Fjeld



Bill Sweasy, '76 BSB

## What's in a brand?

If Coca Cola's facilities in Atlanta were to burn overnight, with all their physical assets going up in smoke, the company would be able to start up the next day due to the value of its most important asset — the Coca Cola brand. In 1995, the Coke brand was estimated to be worth \$39 billion, according to Aaron Keller, '98 MBA and principal of Twin Cities-based ASK & Company, a brand strategy and design firm. "It's hard to imagine that an intangible can have such value, but it shows that a brand is more than a name— it's an experience," says Keller.

And break-through brand experiences have become an American way of life. "Still, in its simplest form, a brand is nothing but a label," according to Mike Houston, chair of marketing at the Carlson School. He adds, "It's what you imbue a brand with that's important." And that's the aspect that challenges marketers today: how to create consistent, relevant and distinctive messages around their names to exude strong personalities and bring their brands to life in an increasingly competitive marketplace.

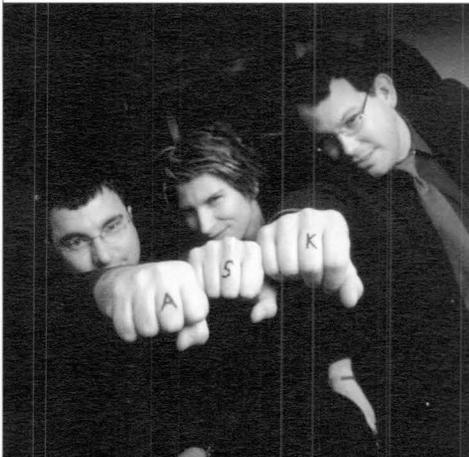
## Creating a strong brand

"When I walk into Target, I want my experience to be consistent with the expectation set in their advertising. But it's not just the ads, it's the full set of benefits that come together to create the identity for the brand," says Houston. Brand experts have determined that the larger the company, the more challenging consistency becomes, due to the vast number of consumer interactions with the brand. Houston explains, "Every interaction with the company is an interaction with the brand. Thus the importance of creating and keeping a core identity that can remain over time."

Marie Elwood, '94 MBA and principle of Avalaunche Marketing, a brand

consulting firm in Minneapolis, agrees. "On one hand we need to be vigilant to change, but we also need to hold fast to the core elements of the brand. Abrupt changes in all core elements at once can cause a disconnect with consumers. And they are likely to tune you out rather than figure you out," she says.

Keller warns that it's often the quest for consistency that keeps brands from staying current and contemporary. "Marketers must keep messages consistent and relevant for



**Aaron Keller, '98 MBA, (far right) thinks innovation is the name of the game in today's marketing arena.**



**Marie Elwood, '94 MBA, believes we need to be vigilant to change, but also hold fast to the core elements of the brand.**

consumers without losing distinctiveness in the brands they represent," he says. "Innovation is the name of the game in today's marketing arena," Keller adds.

Yet there is danger in innovation if it's just a 'quick fix,' according to Elwood. Prior to opening her own company last year, Elwood managed brands for such giants as ConAgra and Pepperidge Farm. "As marketers we need to guide our brands through meaningful evolutions. A 'quick fix' is often something superficial like a logo change. But that's not the kind of

fresh innovation that drives customer loyalty. Cosmetic changes are executional things, not means to an end. We need to get our hands dirty in the evolutionary mud to make our brands relevant," Elwood says.

## Marketers face the challenge

According to Houston, the biggest challenge that companies face today is the sheer number of brands in existence. "In a supermarket, you look at somewhere in the neighborhood of 30,000 brands. Even though you may only be interested in about 20 of them, the rest are vying for your attention," notes Houston. He contends that the supermarket is just one arena where marketers are in such stiff competition for the mind of the consumer.

As a corporate brand manager, Elwood has experienced first-hand the scenario Houston describes. She believes her experiences have grounded her into the ongoing dogfight with which today's marketers contend. "Adding value as a brand consultant means understanding the real world challenges that marketers face and providing practical, meaningful and workable solutions that drive a brand forward," she states.

One such solution that many companies have capitalized on is the concept of consumer loyalty programs. Loyal consumers, dubbed "market missionaries" by Elwood, are rewarded with incentives for purchasing a product. "First they buy into your brand so it's the only one they are considering. Then they spread the word to other consumers," she says.

Early pioneers in customer loyalty programs were Campbells with soup labels and General Mills with box tops. But the simple concept has taken on new life in today's sophisticated marketing arena with products

ranging from Pepsi to Pampers. "Anything a company can do to get consumers excited and talking to other consumers about the brand is a victory," says Elwood.

## The changing face of branding

"With today's movement from manufacturing to marketing, we had to look at new ways to reach our target consumers," says Bill Sweasy, '76 BSB and president of Red Wing Shoes. For us that meant completely



**Bill Sweasy, '76 BSB, must employ different positioning tactics when determining how to export the brand.**

changing the way the company did things a couple years ago. "We've reorganized around our four brands— Red Wing Shoes, WORX, Irish Setter and Vasque. Now everyone in the organization is part of a brand or supports one. The new structure sends a strong message internally of how important the brands are," says Sweasy.

"The day of the old 'shoe dog' is in the past," says Sweasy. Red Wing Shoes has replaced that outdated model with state-of-the-art industrial

design. "Thanks to a new product technology center and a revolutionized process for product development and testing — which includes consumer input — we constantly have unique product offerings in the marketplace," he adds.

But their new technology center and revamped process aren't the only new-age brand-building strategies recently employed by Red Wing Shoes. Visitors of Bloomington's Mall of America can also experience the company's innovative new retail center. The store features all four company brands uniquely displayed in their native environments, plus an interpretive center designed to educate consumers about the company's history, products and manufacturing process through photos, video and CD-ROM.

The concept behind the Mall of America facility reiterates a key message from the company's national advertising campaign. "Our customers see Red Wing Shoes as an important piece of equipment used to get the job done," says Sweasy. He adds, "Whether they're working in a factory or hiking outdoors, our brands set the standard for comfort and performance."

Red Wing Shoes is not the only Minnesota-based company to capitalize on the Mall of America's presence with a key branding strategy. General Mills has recently launched its Cereal Adventure on the Mall's third floor.

It's designed to teach and entertain kids of all ages in a fun and interactive way. But it's also intended to build brand equity in the highly competitive \$7.7 billion cold cereal industry. "One of the key objectives of brand management is to build a connection with the consumer that goes beyond the product itself," says Kim Carlson, '00 MBA and General Mills assistant marketing manager. "The Cereal Adventure will allow

consumers to really experience the General Mills brands," she adds.

"Years ago people associated the General Mills brand with Betty Crocker. People felt good about Betty. As they toured her kitchen, they could associate with her. Our new venture reaches back into the heritage of the company's success with branding," says Carlson.

Inspired by the likes of Chocolate World in Hershey, PA and Niketown in Los Angeles, CA, the Cereal



**"One of the key objectives of brand management is to build a connection with the consumer that goes beyond the product itself," says Kim Carlson, '00 MBA.**

Adventure's success will be measured by exit research. But the company doesn't view it as a test. "Since concepts like this have proven effective with other products, what better place to launch a creative brand strategy than in our own hometown?" she adds.

For building brand equity, the Cereal Adventure strategy may not be so different from the recent trend toward corporate naming rights. Xcel Energy (formerly Northern States Power), Target Stores and American Airlines are just a few of the companies

recently shelling out millions to achieve a positive association by placing their names on athletic arenas in their hometowns. "Albeit a different medium, we have similar objectives. We are optimistic that the Cereal Adventure will help people develop a good feeling about the General Mills brands," says Carlson.

And who can ignore that 'good feeling' about brand as a key equity building component? Ask David Kristal, '87 BSB and CEO of Embers America Restaurants, who took a step back three years ago and completely 'reinvented' the company he heads. "Our new retail strategy was based on the premise that people in the family segment dine at names they trust — especially when they leave their neighborhoods," states Kristal. He adds, "That's the power of branding."

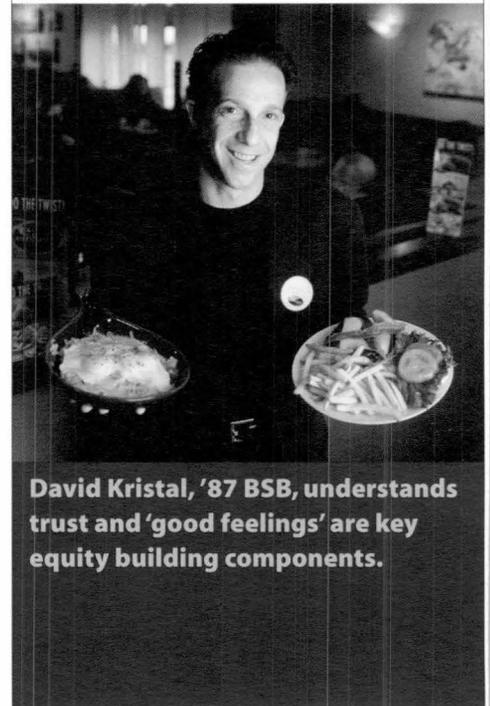
An innovator in the restaurant industry, Embers America broke ground with a concept called conversion franchising. "We have truly changed the way we do things— from our culture, to our marketing, technology and purchasing models," says Kristal. "First we downsized our 27 locations to 13. Then we sought out locally owned family restaurants with our same commitment to excellence and rebuilt to our current 57 franchised locations. The resulting operations — each of which is identified by its owner's name— maintain their local flavor, since every menu is hand tailored," he adds.

One might question whether Embers' localized strategy puts the corporate brand standards at risk, but Kristal explains, "Core branded items are included in each restaurant and all food specs must be approved by corporate. Our mass media advertising helps deliver core messages and protect the integrity of the Embers brand." He then adds, "But much of the innovation you see is driven by

the grit and creativity of our entrepreneur partners. That's the fundamental philosophy our brand is built on."

## Going global — branding beyond our borders

Competing in a global marketplace has become increasingly commonplace as technology has made the world smaller. Some companies have broadened their horizons by choice, others by necessity. Whatever the motivation, brand related issues surface as one of major challenges.



**David Kristal, '87 BSB, understands trust and 'good feelings' are key equity building components.**

"The biggest challenge to emerge from global marketing is finding the right balance between standardization and localization," states Houston. He cites this example to explain: Coca Cola desires to be a worldwide brand. At the same time, the company wants consumers in each market to feel like the brand fits the local market. "Therefore, the brand must be localized to fit with the customs and habits of each market without jeopardizing the brand's core values," he says.

Sweasy agrees. "Red Wing Shoes' biggest hurdle in marketing abroad

is determining how to export the brand. We must redefine the image of the brand for each market with local context," he says. He shares this example: "Red Wing boots are premium work boots. That's an oxymoron in much of the world — as 'nice' work boots don't exist. In many countries, workers spend next to nothing on work boots and dole out good money for dress boots or shoes. It's easy to see why we must employ different positioning tactics in those markets."

Fortune 500 giant, 3M, is no stranger to global marketing issues either. Scotch-Brite brand development manager and '97 MBA, David Nix describes his experience in going global with the Scotch-Brite brand — a line best known for cleaning products like scouring pads and scrub sponges that utilize abrasive technologies. "When introducing a Scotch-Brite brand product globally, the key challenge is balancing the 3M and Scotch-Brite components of the brand. In certain countries the Scotch-Brite brand is stronger than the 3M brand — and in other countries, it's just the opposite," he says. While 3M provides the reputation — the trust and reliability aspects — Scotch-Brite is the actual consumer brand that is linked more specifically with the product, says Nix.

"Research with local consumers helps us determine how to best represent the 3M and Scotch-Brite brands. The importance of understanding the consumers in each marketplace can't be underestimated. Certain situations may call for starting a product launch with a heavier emphasis on the 3M brand to build trust and confirm reliability; then shifting to a product brand emphasis over time. The key element is that the product meets the consumer expectations of both brands," Nix explains.

## Brand alliances — making the marriage work

Among the proliferation of innovative brand building strategies employed by marketers today is an increased presence of brand alliances. "Because brand names are valuable assets, they can often be combined with others to form a synergistic alliance in which the sum is greater than the parts," says Akshay Rao, professor of marketing at the Carlson School, whose research has been published in the *Journal of Marketing*,



**"Making the decision to brand a new product with an existing name is a decision that should be carefully researched prior to a product launch," said David Nix, '97 MBA.**

the *Sloan Management Review* and the *Harvard Business Review*.

A key reason for the formation of an alliance is to get the implicit quality endorsement of another brand. Rao cites the NutraSweet/Diet Coke marriage as a classic example of such a successful synergy. "When introduced to the market, NutraSweet had several hurdles to face. Was it safe? Did it leave an aftertaste? Consumers were justifiably skeptical due to the cancer-related risks associated with some predecessor products. Not until it's alliance with Coke did the NutraSweet brand gain considerable credibility,"

says Rao. Today NutraSweet and Diet Coke are virtually as inseparable as Intel and IBM.

But for products whose true quality is not a mystery, why align with another brand? "One reason," says Rao, "is that the additional brand name provides attributes that make the jointly branded product more desirable." This is the case in the alliance between Pillsbury and M&M's which gives information about the presence of an additional attribute — that of crunchy candy — in the cookie dough. This information is in addition to any implicit quality guarantee the M&M name may provide to the Pillsbury cookie dough, or vice versa.

"Brand alliances can offer an economically efficient way of communicating with customers," says Rao. "And for many companies, such a strategy can be an essential part of their survival and growth plan," he adds.

Some companies exploring such a strategy have sought the services of Fireworks Enterprises, Inc., founder/CEO and '87 EMBA, Mark Workman. "After spending more than a decade working in various aspects of the entertainment business, I've realized that the understanding and value of alliances has moved from a topic rarely discussed into one that's center stage at leading global corporations. This is where Fireworks Enterprises adds the greatest value for its clients," Workman says.

Based in California, Workman's company positions itself as a bridge helping global corporations understand and build tangible ongoing businesses with Hollywood. "Our objective is to help entertainment clients work better with corporations and to help companies understand their current and potential 'brand entertainment DNA'," he states.

By helping clients understand and identify what Workman calls their

## Twin Cities alliance shows why 'Brand Matters'

Finding a balance between theory and practice is what quality education is all about. In an effort to achieve such a balance, the Carlson School is partnering with two Twin Cities companies in a "Brand Matters" speaker series.



**Julia Curtiss, '99 MBA**

"Our goal for the series is to provide business people and students with some of the key issues in branding today," says Mike Houston, chair of marketing. "We do this through speakers who are on the cutting edge of branding issues that can provide informative and entertaining presentations," he adds.

The Carlson School partners in this venture are *Twin Cities Business Monthly* magazine and Yamamoto Moss, a local company that designs engaging brand experiences for its clients. "We've formed an exceptional partnership," states Julia Curtiss, '99 MBA and research strategist at Yamamoto Moss. "We all contribute something that makes the subject of branding meaningful for attendees."

Speakers for the quarterly breakfast series held at the School's Honeywell Auditorium have ranged from corporate brand strategists to trend-setting entrepreneurs to academic experts in the field. "Sometimes students wonder how they'll apply the information they learn in class. I certainly did. The Brand Matters speaker series provides real world examples that make theory come to life," says Curtiss.

**For information on the fall schedule, call 612-624-7898.**

brand's unique and intrinsic entertainment DNA, Fireworks helps companies deepen their relevance, relationships and importance with consumers. "We help global companies build sales by bringing alive consumer preferences," says Workman. "More often than not, it's best accomplished through an alliance with entertainment," he adds.

Workman used the familiar General Mills Wheaties brand to further explain how his company helps clients. "Everyone knows how effectively Wheaties uses sports metaphors and athletic figures to create a brand with a powerful heritage and a clear point of difference. We help our clients create their own 'Wheaties,' by pinpointing how and where their brands can leverage entertainment," he says.

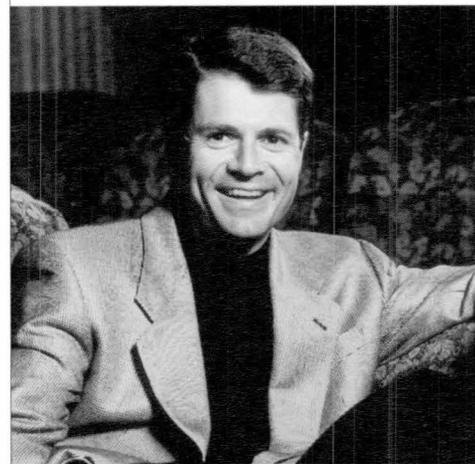
Workman recalls 1988 as a major milestone. That's when Fireworks Enterprises orchestrated the Disney and Burger King alliance on the blockbuster movie, *Beauty and the Beast*. "Before this release, movie tie-in activity was rare. Since then, the number of quick service restaurant and cereal tie-ins has dramatically expanded. What started on *Beauty and the Beast*, worked so well that it became unstoppable by the release of *The Lion King*. Post *Lion King*, alliance activity has become an expected part of the marketing equation with most major theatrical releases," Workman says.

Another one of Fireworks clients, the National Geographic Society, recently allowed Workman's firm to showcase its entertainment branding expertise on a new project. He says, "*National Geographic*, the world's largest non-profit scientific and education organization, wanted us to help them understand potential new applications for their brand to carefully associate with entertainment. By working closely with them, we've

constructed a series of programs that allow their brand to associate appropriately in the theatrical motion picture world. This is another example of how Fireworks is helping global brands go further by intelligently linking them with entertainment," Workman adds.

## Brand extensions — maximizing the brand

Marketers are also finding that leveraging a brand is increasingly important as media costs continue to



**Mark Workman '87 EMBA, helps clients understand and identify their brand's unique and intrinsic entertainment DNA.**

soar. Many of them are choosing to do so through brand extensions. With more than 50,000 product offerings, 3M has had ample opportunity to leverage the powerful brands that stand under the corporate umbrella. It often makes good financial sense to leverage an existing brand, "but making the decision to brand a new product with an existing name is a decision that should be carefully researched prior to a product launch," adds Nix.

Such was the case with the recent unveiling of Scotch-Brite High Performance Cleaning Cloths —

revolutionary microfiber cloths designed to clean household surfaces without sprays or polishes. Nix says, "If you think of the Scotch-Brite brand as a pyramid, the core features that traditionally represent the products in the line are on the lowest level — like 'abrasive,' as in scrub sponges or scour pads, for example. On the top level are the emotional aspects—for instance, the good feeling you have when the cleaning is done. Somewhere in between, the Scotch-Brite brand lends itself to cleaning in general. That's where we felt like the connection was right for the new cleaning cloths, which extended the product line beyond abrasives."

While the High Performance Cleaning Cloths seemed like a logical extension of the Scotch-Brite brand,

consumer testing was done to make sure there was a good fit. Nix adds, "The reason we were able to extend to cleaning cloths was because of the broader meaning the brand possesses. That makes it more extendible to another category. We determined that the Scotch-Brite brand means more than 'abrasives' or 'scouring,' to consumers—it's associated with cleaning in general. That's what gave us the green light for the brand extension," reports Nix.

### Winning the branding battle

Regardless of the strategy employed, one thing is clear: branding challenges and opportunities have never been greater than they are today. Yet

marketers appear to be more prepared than ever to meet the challenges head on. And education plays a key role in that readiness, according to Elwood. "The education I received at the Carlson School gave me a strong strategic framework to look at a business in its entirety. It's helped me formulate the right questions when working with my clients, and that's half the battle."

With brand valuations skyrocketing, marketers would be remiss if they ignored the importance of building equity in their names. Now more than ever, it can't be denied: brands both provide and create real value. 🌐

## Innovative Ideas to Extend the Brand

### 2001 EliteEight Brand Management Case Challenge



2001 CARLSON SCHOOL MBA

*EliteEight*  
BRAND MANAGEMENT CASE CHALLENGE

After faring well in a number of national case competitions this year, current MBA students in the Carlson Marketing Network (CMN) extensively researched which universities are hosting marketing case competitions. After finding none that specifically focus on brand management, CMN students are busy establishing the first national brand management competition: the Carlson School 2001 EliteEight Brand Management Case Challenge.

Unlike other marketing competitions, the Challenge partners with a variety of sponsors from companies in a number of key branding segments. Each Challenge team competes in developing innovative branding solutions for a select sponsor. The intent of the

Challenge is to discover brand management insights that are relevant not only to the selected brand, but to participants, other sponsors, and the public.

"A competition like this truly adds value for everyone involved," said Justin Jacobson, MBA student and president of CMN. "Recruiters that may not normally visit the Carlson School may do so because of this competition. It exceeds on-campus recruiting and provides students with unparalleled access to sponsors." Networking venues and discussions into relevant branding issues further increase education and career direction.

Team selection is based on the top 15 marketing schools across the country,

but only seven will be invited to attend the Challenge. The School will provide a host team to complete the competition. Teams will consist of three to five MBA students, "We are recommending a minimum of two first-year MBA students per team to build a foundation for each school's success in future challenges," Jacobson said.

The Challenge will be held November 1-3, 2001, and case presentations are open to the public. Applications are due September 28, 2001. Contact Justin Jacobson at [JJacobson@csom.umn.edu](mailto:JJacobson@csom.umn.edu) for information on how you can be involved. Refer to the EliteEight Web page at [www.csom.umn.edu/wwwpages/stuorgs/cm/elite8.htm](http://www.csom.umn.edu/wwwpages/stuorgs/cm/elite8.htm) for updates on the 2001 Challenge.

# Alumni Connection

In tribute to the University's sesquicentennial, we recognize alumni, students, faculty, and staff who have been empowered to succeed in the 82 years since the School of Business was first founded. Now known as the Carlson School of Management we salute our history.

## Did You Know?

The School of Business – founded in 1919 – graduated its first class of students in 1920.

The first Master of Business Administration (MBA) was offered in 1936. **William L. Campfield** was the first graduate and he later became a professor at the School.

In 1938, the business school moved from **Eddy Hall** to its new home at **Vincent Hall**.

Due to the war, the School starts three-quarter courses in 1943 for women in supervisory and administrative work to support the war industry.

Veterans return to college and enrollment reaches 1,700 students in 1947, triple the number in 1945.

In 1948, the school creates a Ph.D. in Business Administration.

In the 1940s, the School establishes an Industrial Relations Center with five other departments at the University to focus on the training of human resource professionals.

In 1953 the Master of Arts in Industrial Relations begins.

Two hundred students are enrolled in the School's first evening MBA program in 1960.

Faculty member Gordon Davis and colleagues started the first degree

program and research center for the field of information systems. Davis has been advancing technology for more than 40 years.

In the 1960s, the School establishes the first Management Information Systems Research Center in the nation.

The School's name is changed in 1971 to the **College of Business Administration**.

The Minnesota Executive Program is launched in 1971.

The School goes through two name changes in the 1980s:

- The initial change to the **School of Management** is to demonstrate a commitment to training managers to serve in business, non-profit, and government organizations.
- To honor Curt Carlson's \$18 million gift to the School in 1986, the School is renamed the **Curtis L. Carlson School of Management**.

The Carlson Executive MBA is founded in the 1980s.

The **Master of Healthcare Administration** program joins the Carlson School in January 1997.

World-renowned quality pioneer **Dr. Joseph Juran** brings his research center to the Carlson School and The Quality Leadership Center is renamed the Juran Center for Leadership in Quality.

In 1998 the Carlson School of Management dedicates its new facility. It is the first time in the School's

history that all business disciplines are offered to students in one building.

In 1991, the Carlson School collaborates with the Warsaw School of Economics to offer a joint executive MBA degree. To date, the School has furthered this type of partnership and offers the same degree in Vienna, Austria and soon in Guangzhou, China.

In 1999, the Carlson School embarks on a **\$100 million campaign** for four years, Investing in People and Programs, to guarantee a future of excellence for the Carlson School.

Nine deans have led the School throughout its history.

Number of students enrolled in Carlson School degree programs this past year were:

Program	Students
Undergraduate	1,504
Day MBA	267
Evening MBA	950
Carlson Executive MBA	98
Warsaw Executive MBA	47
Vienna Executive MBA	14
Master of Arts in Human Resources and Industrial Relations (HRIR)	230
Master of Healthcare Administration	56
Master of Business Taxation	53
Ph.D.	81
Ph.D.-HRIR	17

Currently **112 full-time faculty**, including 24 endowed faculty and **228 staff members** comprise the Carlson School. 🌟



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# CARLSON

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# SCHOOL

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The Carlson School logo consists of its name and a specially-designed mark. The mark is defined by the letter C, which reinforces the School's name and a torch to symbolize competition. The flame is an accepted symbol of education. Together the logo suggests some of the characteristics that embody the School's spirit and commitment: rigorous, bright, competitive, intense and traditional.

## Launching New Web Site

The countdown continues for the Carlson School's new Web site launch this fall. The site will include complete information on alumni services and programs as well as news for prospective and current students, recruiters, and the corporate community.

Look for alumni mailings this summer with complete access information for a new, secure on-line alumni directory. The directory will enable alumni to search for former classmates and update your information. This will be a powerful tool for strengthening the alumni network!

## Mentors Needed

Are you looking for a way to significantly impact someone's life? Enhance an undergraduate student's educational experience by becoming a mentor.

Offer a student encouragement, support, and the benefit of your knowledge, experience, and insight. The time commitment is at least one interaction per month with a student mentee.

Serve as a resource, and take an active role in shaping a future alumnus of the Carlson School. For more information about the program and how to sign up, see [www.csom.umn.edu/WWWPages/UGS/mentor/mentor.htm](http://www.csom.umn.edu/WWWPages/UGS/mentor/mentor.htm)

# Investing in People

## Extraordinary Gift Fosters Technological Entrepreneurship

A leader in innovation and community involvement, the 3M Company embraced the Center for Entrepreneurial Studies' (CES) vision to produce graduates with the skills to evaluate and bring new business ventures to the market. As part of 3M's \$15 million university-wide participation in Campaign Minnesota, the single largest corporate commitment in Carlson School history – \$2.45 million – will help merge the worlds of education, business, and new technology.

The school will leverage this mix of start-up funding and endowed student awards to launch the New Business Development Enterprise this fall. The goal is to create a MBA enterprise that is "experiential in nature and modeled after an early stage venture capital fund," said Doug Johnson, co-director of the CES. "It's exciting. No other school's entrepreneurial programs are structured this way."

The enterprise itself will be comprised of two entities, with seven to eight graduate assistants funded by 3M's gift serving as the core of the student management team. An educational component will offer second-year MBAs a yearlong six-credit class in which they will evaluate the business potential of new technologies. The second component is a non-profit membership similar to a high tech association.

According to Johnson, the primary intent is to connect students with the outside entrepreneurial community, not to make money. Still, the enterprise will run like a real business. Any profits will be invested in early stage opportunities. These opportunities might be university-owned, affiliated or outside of the university system, with the Carlson School holding small equity positions in some companies.

### Significant CES Support Set Precedent

Robert, '70 BSB, '72 MBA, and Gail Buuck laid the foundation for 3M's gift when they gave \$2.5 million to CES in 1998. This gift positioned CES to attract the intellectual capital necessary to produce exciting new initiatives and programming in entrepreneurship. As 3M's gift opens a new chapter in a very bright future for entrepreneurial studies at the School, it is only appropriate we look back with appreciation at a gift that helped make 3M's contribution possible.



**Alumni Advisory Board Member and 3M retiree Richard Lidstad, BSB '63, says hello to an "old friend" at 3M's May 4 Campaign Minnesota celebration. Along with University President Mark Yudof and new 3M Chairman & CEO W. James McNerney, Jr., more than 600 alumni celebrated 3M's commitment to education at the University.**

David Powell, 3M Foundation President and member the Carlson School's Board of Overseers, believed that such an undertaking should not only link Carlson to area business and venture capital, but also create interest within the university's scientific community. A special scholarship fund will be established for Ph.D. candidates outside the business school who lack an entrepreneurial background.

Even with 3M's lead gift, assistance from alumni is crucial. Experienced entrepreneurs are needed as mentors and class lecturers. Those interested in investor memberships will also receive briefings on developing technologies, new venture opportunities uncovered by students and tips for finding resources at the University.

Dean David Kidwell summed up 3M's generosity best, "3M has always rewarded innovation and put a premium on its partnership with higher education. This is the latest example...an extraordinary example." 🌟

### 3M Elevated Matching Gift Campaign

The 3M Foundation has provided an additional \$1 million to match all 3M employee and retiree gifts to the 3M/ Alumni Scholarship Fund at a rate of \$3 for every \$1 given until September 30, 2001. As a result, more than 125 University students will receive four-year, full-ride scholarships over the next ten years. For more information, please go to [www.campaign.umn.edu/gift/3m.html](http://www.campaign.umn.edu/gift/3m.html).

# and Programs



CAMPAIGN MINNESOTA  
UNIVERSITY OF MINNESOTA

## "Professor" Wheelock Whitney's Gift Reflects Passion for Connecting Students with Business Community

Wheelock Whitney is known to many in Minnesota as a financial executive, politician, and pro sports team owner. Many might not know, he was an adjunct professor at the Carlson School for 13 years (1972-1985). Sensing a greater need for connection between business school students and the local business community, Whitney created and taught the course Top Management Perspectives. His vision in creating that course provided the school with a new model that changed how the School delivered business education. His course built bridges with the business community, dramatically increasing the dialogue and sharing of knowledge between the business leaders of today and those of tomorrow.

Today, Whitney also is known as a generous Carlson School benefactor. His recent gift of \$250,000 is dedicated to increasing the School's efforts to provide students with a real world view of business and the greater community. Expanded activities include bringing more business leaders into the classroom, pairing more students with executive mentors and providing more learning opportunities to students in the global marketplace. 🌐



Second year MBA students and University President Mark Yudof recognized Wheelock Whitney as a member of the Trustees Society for his gift to the school after Yudof's April Top Management Perspectives class.



Al and Ingrid Lenz Harrison, seated, are honored for their generous gift to recruit international MBA students. Pictured with the Harrisons are (back row, from left) Chris Mayr, director of Advancement; Rajagopalan Swaminathan, international MBA student; Jerry Fischer, University of Minnesota Foundation president; Sandra Kelzenberg, MBA associate program director; Spiros Kotsiopoulos, international MBA student; Professor Mahmood Zaidi, International Programs; and Professor Tim Nantell, chair of Finance.

## Harrisons' Gift to Help Attract International Students to MBA Program with Fellowships

More international students will have the opportunity to come to the Carlson School in pursuit of their MBA thanks to a \$500,000 gift from Alfred and Ingrid Lenz Harrison. This gift has special meaning to the Harrisons, Ingrid a native of Germany and Al who was born and raised in England. While in college, Al Harrison came to the United States for a study abroad program. Recalling that memorable experience, he shared how he benefitted from a broad-based, well-rounded education and would like future international students to have a similar transforming educational experience at the Carlson School. Their gift is part of a \$2.5 million Campaign Minnesota commitment to support the University's Pediatrics department, Law School and College of Continuing Education.

Al Harrison, Vice Chairman of Alliance Capital Management, is one of the founding partners in the School's Center for the Financial Services Industry. In 1998, his firm contributed \$500,000 to be managed by MBA Finance students as part of the nationally renowned Golden Gopher Growth Fund. 🌐

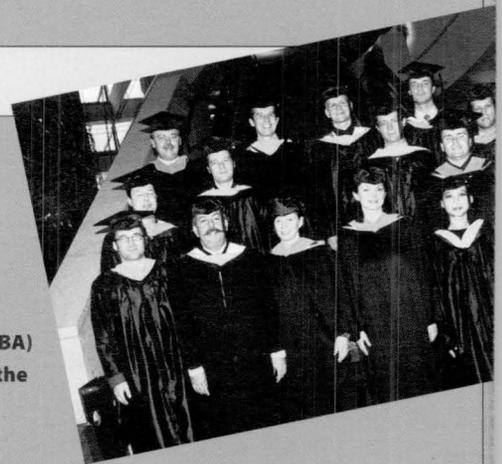
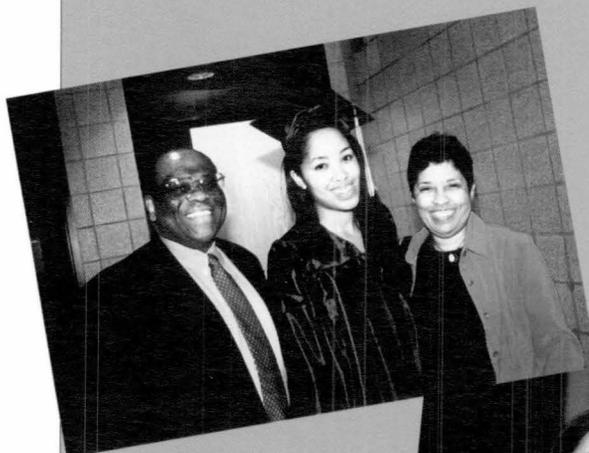
# Snapshots

## Commencement/Alumni Reunion Weekend May 9-13, 2001

Weekend highlights include hosting the first Vienna Executive MBA graduation, entertaining more than 2000 new alumni and families following Bob Kierlin's, '64 MBA, commencement address, and enjoying reunion events with alumni from class years 1976, 1981, 1986, 1991, and 1996.



Undergraduate director Jerry Rinehart and Dean David Kidwell congratulate Dana Chaudoir, '01 BSB, this year's Tomato Can Loving Cup Award recipient. The award is the Carlson School's highest honor given to an undergraduate for distinctive service to the school.



Fourteen Vienna Executive MBA (VEMBA) students completed the 14-month joint executive degree program with a 10-day residency in the U.S. and an American-style inaugural graduation on May 9 in Minneapolis.



Frigid May weather didn't dampen the fun at the reunion weekend golf tournament. Shown are Goldy Gopher and second place tournament winners as they received golf umbrellas.

Other weekend activities included a half day of hot topic seminars featuring faculty members Gordon Everest, Stefanie Lenway, Fred Beier, and Mark Bergen plus a myriad of individual class year reunion events such as boat parties and dinner parties.

### Alumnus Orem Robbins Receives Award

Congratulations to Orem Robbins who recently received the University of Minnesota Outstanding Achievement Award. Granted by the Board of Regents, this is the highest non-degree award conferred upon distinguished alumni who attain unusual distinction in their chosen fields and are known for their public service.

Orem O. Robbins, '36 BSB, has been a visible leader, whether through his meritorious military service, his pioneering business practices, or his diverse community involvements. In 1956, he founded Security Life Insurance Company of America, the first publicly owned life insurance company in Minnesota.



The roster of organizations to which Robbins contributes is almost as vast as the many ways in which he has helped them. It includes numerous professional, military, educational, religious and community service organizations.

Robbins chose May 17 to receive his OAA for four significant reasons: in celebration of Norwegian Independence Day, the 45th anniversary of Security Life's founding, he and his wife's 108th wedding anniversary (they count their anniversary in months together), and his wife's birthday.



**Undergraduate student leaders join keynote speaker Jim Campbell, '64 BSB, at the Business Week dinner banquet for students, faculty, alumni and friends of the School.**

**Student bowlers were set to strike at the Undergraduate Mentor and Student Bowling and Pool Extravaganza held earlier this year.**



**In April, St. Paul Mayor Norm Coleman spoke to a packed classroom of Entrepreneurship Club undergraduate students. Every week the Club hosts prominent business and community leaders as speakers. Pictured is Mayor Coleman with a few of the students.**



**MBA students traveled to San Francisco and Silicon Valley in January for a high-tech company site visit. Alumnus Bob Duffy, '68 BSB, (front row, left) vice president of A.T. Kearney hosted a reception.**

# DAVID KIDWELL

## dean 1991-2001

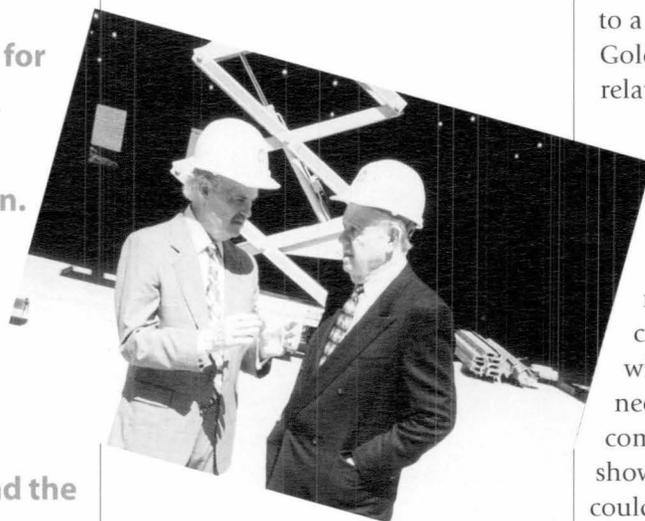
**In this issue of *Carlson School* instead of a column by the Dean we've created a tribute to the Dean who will be leaving the School in September.**

**With highest regard we recognize David Kidwell for his leadership, foresight, and warm personality during his tenure as Dean. "David is a visionary," said Glenn Hasse, '63 BSB. A visionary who spoke out about concerns for the School, the University, and the State, but who went beyond his backyard to reach out across the world. A visionary who didn't micro manage and who went out of his way to make people feel appreciated.**

**David prioritized numerous initiatives and created an overall strategy for the School. "He had a good understanding of how the components fit together," said Jim Campbell, '64 BSB. A short description of his many and varied accomplishments follows.**

### Merging Town and Gown

In his ten years as Dean of the Carlson School, David Kidwell initiated a few mergers and IPOs, acquired top-notch students and faculty, and spearheaded the building of a stellar, technologically advanced facility.

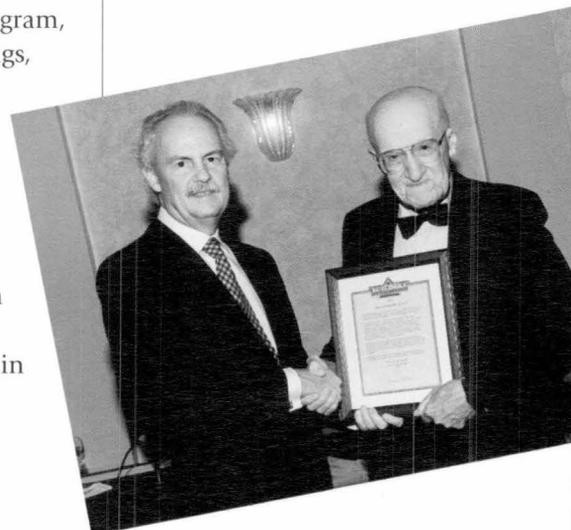


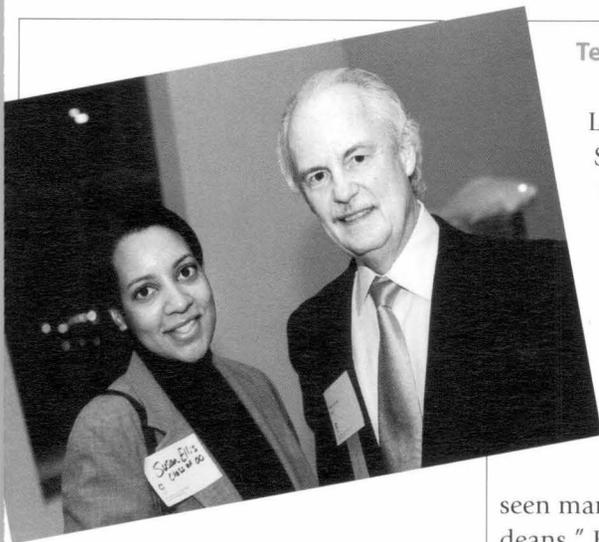
When David first became Dean in 1991, he knew changes were needed to improve the School's reputation. Internally he set in motion a strategic plan for the School to be recognized nationally and internationally, to build upon the national recognition of the Executive Education Program, to improve the School's rankings, and to enhance the curriculum and quality of teaching. Together with faculty and staff he worked to offer current and relevant programs and degrees. "David has enabled the faculty to focus on the curriculum and how the Carlson School can be unique in its offerings," said Luella Goldberg, Board of Overseers member.

He also stressed the importance of providing experiential learning opportunities to students outside the classroom. He saw how students through these real-life, first-hand situations would immediately contribute to companies as valuable employees and business owners. "David brought experiential learning to a new level," said Harold Goldfine, '68 BSB. "The one-on-one relationship gives students another learning level."

Once internal strategies were initiated, David's first merger was with the business community. He identified Minnesota's core economic industries and met with leaders to determine their needs. He engaged the business community in the School's vision, showed them how their involvement could make a difference, and put their expertise into action.

"David had a viable strategy for the growth of the School," said Bill Hodder, Board of Overseers member. "Rather than claim the idea, he received an aggregate of input from a lot of different sources."





"His style is that of a consensus builder," said Bob Buuck, '70 BSB, '72 MBA. "He combines a strong academic background with the management skills necessary to build an outstanding business school in the challenging environment that exists when you have to serve the interests of multiple constituencies."

"He has been able to bring together the 'town and gown,'" said Campbell. "He can understand and relate to the academic community, but he's had substantial external experience as well. He blends the two together."

**Personal Touch**

With a sense of humor, David forged caring relationships with many in the community. "David goes the extra mile to resolve issues and get people involved," said Hasse. "I had been a supporter of the University, but was not pleased with where the University was going. David visited me and discussed plans for the School and where he saw the University heading. He was instrumental in my renewed involvement with the School, and I am proud of being a part of the U now."

**Team Effort**

Leadership within the School's administration and boards has been further enhanced because of David. He served as the force to ignite the Board of Overseers to be a vital, active board. "I've been on the Board of Overseers since 1971 so I've seen many changes and many deans," Hodder said. With David's help there has been a "significantly improved function and contribution of the Board of Overseers."

David also helped merge the world of business education. Under his leadership, collaborations have occurred worldwide through international exchange programs, study abroad opportunities and international partnerships that have led to joint executive MBA degree programs in Warsaw, Poland, Vienna, Austria, and soon Guangzhou, China.

joined the School. A year later, world-renowned quality pioneer Joseph Juran incorporated his Juran Foundation into the School's nationally recognized Quality Leadership Center now renamed in Juran's honor.



**Initial Public Offerings**

Initial public offerings like the Golden Gopher Growth Fund and the Center for Entrepreneurial Studies (CES) are championed by David to keep the school on the cutting edge. "The Golden Gopher Growth Fund and the Financial Markets Lab are all very exciting," Campbell said. "It engages us [the business community] and the Carlson School in real kinds of things we do every day."

CES is also extending itself into the community by providing entrepreneurial students unique educational and collaborative opportunities. For instance, four years ago the student-run Gopher the Gold Business Plan Competition was conceived and illustrates how entrepreneurs are encouraged and fostered in the School and throughout the University by other entrepreneurs and the business community.



Under David's tutelage new degrees, programs and research centers were started or integrated into the School. In 1997, the University's Master of Healthcare Administration program

**Acquiring Top Faculty and Students**

Throughout his tenure David has worked with the associate deans,

department chairs and administrative staff to acquire great educators and researchers. He empowers others to excel and progress, and it is their dedication and support of David and the School that has helped escalate the School's status. Recently the nation realized these efforts when the Carlson School was ranked seventh in research productivity among business schools.

interact with the business community and hear powerful presentations.

**Speaking Out**

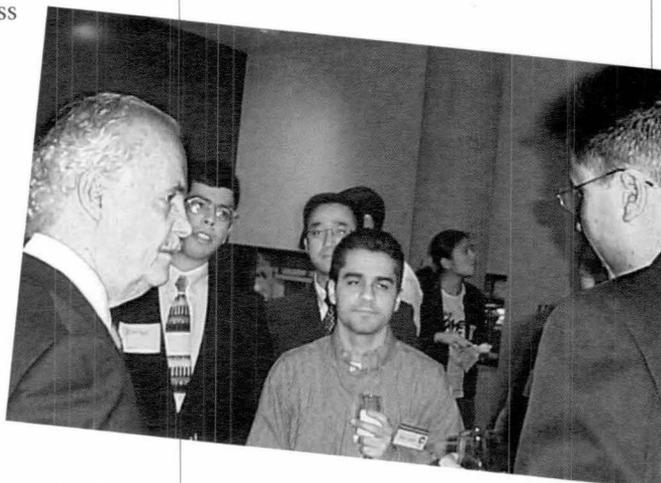
It was at a First Tuesday lunch in March 2000, that David delivered his well-publicized speech, "Has the Twin

Cities Lost Its Blue Chip Status" about

Minnesota's place in the U.S. economy. His remarks created much debate and were the catalyst for the State's economic summit. "David looked at the business environment and the legislature to see what's going on in the economy," noted Hendry. "He took the responsibility to challenge the status quo," Campbell said. "Minnesota can't rest on its laurels, and what we do will impact Minnesota's well-being for the next generation."

**Beyond Bricks and Mortar**

And although he wouldn't want his contribution to the school to be remembered solely as bricks and mortar, David has laid the foundation for the next generation. "The new building is also a



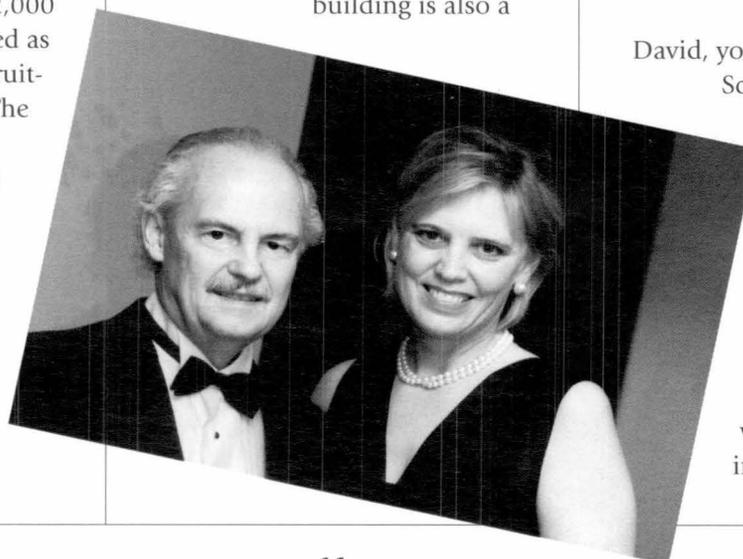
great testament to David's ability," said Buuck. "The School has a nationally ranked faculty, a stronger student body, a significantly improved curriculum, an outstanding physical plant, and better integration with the business community."

Goldfine continued, "The School is a more prestigious place because of David." He has "transformed the school from an also-ran," Hendry said. "His legacy is he will have left the Carlson School in a much stronger position than it was when he became Dean," said Buuck.

**Our Thanks**

"We all owe David a great debt of gratitude," said Goldberg. "David is an articulate spokesperson on behalf of the School. And he's been very focused in how he's gone about improving the School."

David, your efforts have made the School a premier institution. You have laid the foundation with which the School can continue building and expanding globally. Together we have reaped success. We thank you, David, and wish you and Jill the best in your endeavors. 🌟



David's other successes include higher academic standards for incoming students and increased student interaction with the business community. One example is alumni and other members of the business community serve as resources to students and faculty. Each year, more than 2,000 alumni and friends are involved as mentors, advisors, student recruiters and classroom speakers. "The mentoring program is a great success," voiced Bruce Hendry, '64 BSB.

"His suggestions for the First Tuesday luncheon concept enable students to hear from business people," continued Goldfine. This monthly venue allows students to

# Class Notes

## 1940s

**William J. Hunt, '49 BSB**, married Sharon S. Bell in December 2000. They live in Springfield, Illinois. He retired as CEO of MII Inc. in Lincoln.

## 1960s

**David Abramson, '63 BSB**, is enjoying his new role as CEO of Grant Thornton Advisors at the company's New York City headquarters. He continues to reside in Minnesota.



While **Jim Campbell, '64 BSB**, stayed in Minnesota and **Jon Campbell, '77 BSB**, went to Arizona, the brothers have two important things in common—distinguished careers in banking and degrees from the Carlson School. Now, they come a step closer to following the same career path. Last year, Jim, chairman of Wells Fargo Bank Minnesota, announced plans to retire in 2002. Jon, president of Wells Fargo Bank Arizona, was appointed president of the Minnesota Bank, putting him in line for the chairman position.

When he retires, Jim plans to continue his involvement in several community activities, including chair of the Carlson School's Board of Overseers.

**Lou Nanne, '63 BSB**, executive vice president of Voyageur Management in Minneapolis, was recently featured in a *CityBusiness* article on "Heavy Hitters in Banking and Finance."

**William Winter, '63 BSB**, president of WD Winter and Associates, is working on publishing the first Russian-American Marketing textbook with former Carlson School professor William Rudelius. The textbook is scheduled for publishing in 2001.

**Dayton Barkley, '66 BSB**, recently received a Kare Package from Minneapolis Channel 11 (KARE). He was nominated for being an outstanding boss and business leader by his staff at IPSCO Steel in St. Paul.

**John Bierbaum, '67 BSB**, who served for 15 years as chief financial officer for the Pohlads Cos. bottling interest, has been named executive vice president of investor relations and corporate growth at PepsiAmericas.

**Jerry Noyce, '67 BSB**, has joined Health Fitness Corporation as CEO and president. Previously, he was with Northwest Racquet, Swim and Health Clubs, and spent 15 years as the University of Minnesota's Men's tennis coach.

**James Heintz, '68 BSB**, is owner of James R. Heintz, Ltd. in Golden Valley, Minnesota.

## 1970s

**Roland Barrett, '71 MBA, '69 BSB**, is owner and CEO of Homeworx Partners, Inc., a custom home building business with offices in the Twin Cities, Milwaukee, and Kalamazoo.

**Erik G. Andersen, '72 MBA**, is the manager of results system integration for SEMA SLC. Inc. in Salt Lake City, Utah. He lives in North Salt Lake, Utah.

**Paul Veit, '72 MBA**, is a sole practitioner CPA in Columbus, Ohio.

**Robert Peifer, '73 BSB**, was promoted to executive vice president of the Home Mortgage Group at Firstar Bank.

**James Treleaven, '73 MBA**, is president and CEO of Global Commerce Zone in Chicago, Illinois.

**Charles Litecki, '74 Ph.D.**, is a professor of information systems at Mississippi State University.

**John Griffin, '75 MBA**, was named president and CEO of LightPointe Communications Inc. in San Diego, California. He was previously at ADC and US West.

**Vijay S. Kogekar, '75 MBA**, is an MIS entrepreneur in India. He works at Datascan Information Systems in Pune, India.

**Ed Marek, '77 MBA**, former manager of Major and Planned Gifts at the American Red Cross of the St. Paul Area, accepted the position of Executive Director of the Minnesota Environmental Fund.

**Edward Zeman, '77 BSB**, was recently appointed chief financial officer at Eagen-based Quantech Ltd. He had been executive vice president and chief financial officer of ARM Financial Group/Integrity Life Insurance Company in Louisville, Kentucky.

**Doug Johnson, '78 BSB**, left Fingerhut Corporation to become vice president of marketing at The Sportsman's Guide, Inc., an outdoor gear catalog and Internet company in South St. Paul.

**Mardelle J. Ceaser, '79 BSB**, is vice president/manager of Institutional Sales at KLD, a social research firm serving investment professionals and endowments and nonprofits located in Boston, Massachusetts.

## 1980s

**Richard Strelow, '80 MBA**, is an operations risk manager for U.S. Bancorp in St. Paul. He currently resides in Golden Valley, Minnesota.

**Christopher Bebel, '81 BSB**, recently joined Shepherd, Smith & Bebel, Houston, Texas, which represents investors in securities arbitration matters. He previously served as an NASD attorney, an SEC attorney, and an Assistant U.S. Attorney.

**John Mahoney, '81 BSB**, president of CMS Viron Energy Services (a unit of CMS Energy Corporation), was awarded the Energy Executive of the Year award from the Association of Energy Engineers. He received the award in February at the World Energy Congress in Atlanta, Georgia, where he was the keynote speaker. CMS Viron Energy Services is located in Kansas City, Missouri.

**Bridget Spertl '81 MA-HRIR**, was named senior vice president of client service at American Express Financial Advisors.

**Be included in the next issue of "Class Notes." Use the enclosed form and fax it to 612-624-6374, or send your news items and photos in the envelope provided. You also may contact Lori Bush, director of Alumni Relations by e-mail at lbush@csom.umn.edu, or by phone at 612-625-1556.**

**Rebecca Yanisch, '81 MBA**, former U.S. Senate candidate, was named to head Minnesota's Department of Trade and Economic Development by Governor Jesse Ventura.

**Michael Buysse, '82 BSB**, is president and CEO of Aspen/Snowmass Express Event Management in Aspen, Colorado, which provides corporate and festival transportation and security.

**Ross Levin, '82 BSB**, was named one of the top five most influential people in the financial planning profession by Financial Planning Magazine. He is with Accredited Investors, Inc. in Edina, Minnesota.

**John Rockwell, '82 MBA**, has been appointed to the Technical Advisory Board of Valdor Fiber Optics Inc. as its financial advisor. He is a partner in Advent International and manager of its Menlo Park, California office.

**Jim Weber, '82 BSB**, was recently appointed president and CEO of Brooks Sports, Inc. in Bothell, Washington. Prior to joining the company, he was managing director at U.S. Bancorp Piper Jaffray in its Seattle Investment Banking practice.

**Bruce Bernstein, '83 MAIR**, is an attorney specializing in employment law at Law Offices of Bruce Bernstein in Oradell, New Jersey.

**Mark S. Gorder, '83 MBA**, was elected president and chief operating officer of SELAS CORP. of America. He had been president of the company's Resistance Technology Inc. subsidiary in Arden Hills, Minnesota.

**Jeff Hickman, '83 MBA**, lives and works in Traverse City, Michigan as the president of Community Bank.

**Scott Opsal, '83 MBA**, chief investment officer at Des Moines-based Invista Capital Management, has been named lead manager of the

company's large-cap blend "core" equity portfolios. Invista Capital Management is a member of the Principal Financial Group.

**Eric Rangen, '83 BSB**, has been named vice president and chief financial officer at ATK. Previously, Rangen was a partner in the Minneapolis office of Deloitte & Touche LLP.

**David Ring, '83 BSB**, joined LTX Corporation as an executive vice president, responsible for sales. The company, located in Westwood, Massachusetts, is a supplier of semiconductor test equipment.

**Anthony Youga, '83 MBA**, is CFO at E & J Gallo Winery in Modesto, California.

**Alan Blazei, '84 MBA**, has joined Entelos Inc. as chief financial officer. The company is headquartered in Menlo Park, California.



**Pam Sveinson, '80 MA-HRIR**, is acting president of the James J. Hill Reference Library in St. Paul. A former vice-president of Human Resources at Cowles Media, Sveinson had served on the library's board since 1997. "I didn't know a great deal about libraries," said Sveinson. "It's been interesting to merge my education and experience with what's 'real' about libraries."

"There have been many changes and developments in general business [the library's focus] and technology, and it's exciting to work with the board to set a direction and strategy for the future," said Sveinson.

**Ralph Gauger, '84 BSB**, is a managing partner with Zuazo Gauger Maldonado & Asociados in Madrid, Spain.



**Doug Lund**

**Doug Lund, '84 MBA**, is director of the Office of Information Technology at the Carlson School.

**Roger Redmond, '84 MBA**, was appointed to the Board of Directors of E.mergent, Incorporated. He is currently a managing director of Goldsmith, Agio, Helmn and Lynner, Ltd., a private investment banking firm. He is married to Jennifer Birman and lives in Burnsville, Minnesota.

**Scott Ackerman, '85 BSB**, was named vice president, Quality and Management Systems at Fargo Electronics, Inc. in Eden Prairie, Minnesota.

**Dane Anderson, '85 BSB**, was promoted to vice president at Minneapolis-based MOCON, Inc.

**Paul Karos, '85 BSB**, director of sales at US Bancorp Piper Jaffray Inc. was featured in a *CityBusiness* article on "Heavy Hitters in Banking and Finance."

**John Lindgren, '85 BSB**, was named senior consultant for Pragmatek's Oracle Implementation Service.

**Steve Noble, '85 BSB**, was promoted to CIO at Larson, Allen, Weishair and Co.

**Janet Porter, '85 MBA**, is associate dean for Executive Education for the School of Public Health and the

University of North Carolina, Chapel Hill, North Carolina.

**Rebecca Miller, '86 MBA**, is the manager director for RSM McGladrey, Inc. in Rochester, Minnesota. She lives in Pine Island, Minnesota.

**Roy Wetterstrom, '86 BSB**, of Plural Inc., was featured in the February 2001 issue of *Twin Cities Business Monthly*.

**Rich Baker, '87 MBA**, former Anderson Consulting associate partner, has joined Clientek as managing partner and COO. Clientek is a technology and business consulting firm located in Minneapolis, Minnesota.

**Tom Hammer, '87 MBA**, is a site manager for Intel Corporation in Santa Clara, California.

**Anshoom Jain, '87 MBA**, is a managing principal at C-bridge Internet Solutions in Southfield, Michigan.

**Victor Pfefer, '87 BSB**, was named marketing manager at the Ford Motor Company in Dearborn, Michigan. He lives with his wife Jill and their two kids in Novi, Michigan.

**Charles Fitter, '88 MBT**, works in Minneapolis as a corporate tax manager for Dain Rauscher Corporation. He currently resides in Center City, Minnesota.



**Janet Hanson**

**Janet Hanson, '88 MBA**, was promoted to regional vice president at Minnesota Life, St. Paul. She lives in Apple Valley, Minnesota.

**Dilek Okal-Atay, '88 Ph.D.** is associate dean of the faculty of Business Administration at Bilkent University in Ankara, Turkey.

**Mark Workman, '88 MBA**, left his position at Sony to become president of his own company, Fireworks Enterprises, Inc., in Pasadena, California.



**Stacey Millett, '89 MBA**, has a long history of community development work, beginning in Pennsylvania and continuing in St. Paul where she first joined The Grotto Foundation. Last year, she was hired as executive director of the Selby Area Community Development Corporation (CDC) in St. Paul, Minnesota. A recent article in *Insight* highlights her role in helping to revitalize the CDC, which works on development projects in the Selby Avenue area. Under Millett's leadership, the CDC has reopened its corporate offices, run training programs and neighborhood meetings, obtained grants for home renovations, and begun exploring other commercial and residential development—all the while emphasizing the need for affordable housing and the importance of keeping the African American community involved in the planning.

Millett previously worked at WomenVenture, the Local Initiatives Support Corporation, and the Neighborhood Development Alliance. She lives with her husband, Larry, and children, Alexandra and Corey, in St. Paul.

**Donald Yenish, '88 MBA**, is a technical marketing engineer for Network Appliance in Bloomington, Minnesota. He lives in Stacy, Minnesota.

**Kerry Yndestad, '88 MBA**, was named vice president of product development at Tricord Systems, Inc in Plymouth, Minnesota.

**Matthew Hartley, '89 BSB**, recently became a partner in the International Real Estate Practice Group of Squire, Sanders & Dempsey LLP, a law firm in Phoenix, Arizona.

**Steven Hautz, '89 MBA**, lives and works in Minneapolis as the vice president of product development for Open-c Solutions.

**A. Nasir Khan, '89 MBA**, is program director at Barakat, Inc., in Islamabad, Pakistan.

**Timothy Murray, '89 MBA**, is chairman and CEO of Minneapolis-based Prevention First Inc., which provides companies with a back-strengthening program to reduce back injuries and related worker compensation costs.

**Tom Platner, '89 MBA**, was named to the new position of vice president Engineering and Manufacturing at Fargo Electronics, Inc.

## 1990s

**Nadia Alleman (Yamoor), '90 MBA**, is director of Consumer Insights (Market Research) at General Mills. She recently celebrated her 10th year with the company.

**John Buske, '90 MBA**, is corporate vice president finance and chief financial officer of PLATO Learning, Inc. Previously, he was corporate controller of St. Jude Medical, Inc.

**Arunavo Mukerjee, '90 MBA**, lives and works in Mumbai, India as the

chief operating officer for the India Natural Gas Company Ltd.

**Frank Simer, '90 MBA**, is director, IT and Strategy, at Questar Research in Eagan, Minnesota.

**Julia Braegelmann, '91 MBA**, lives and works in Eden Prairie, Minnesota as a management consultant for Lor, Inc.

**Thomas Burke, '91 MBA**, is a technical manager for Oracle Corporation.

**Jessica Margolin, '91 MBA**, is the director of program assessment for the Foundation for Education Research and Development in Minnetonka, Minnesota.

**Alan Fischer, '92 MBA**, is the treasurer at General Litho Services, Inc. in Minnetonka, Minnesota.

**Geir O. Guttuhaugen, '92 MBA**, is a strategist with Telenor Mobile AS in Oslo, Norway.

**Randall Hubin, '92 MBA** is currently the HL Systems program director for Medtronic, Inc., where he is leading the Global PeopleSoft Standardization Project.

**Todd Ihrig, '92 MBA**, lives and works in Arlington, Virginia as an investment manager for Marquette Financial Group.

**Jim Menne, '92 BSB**, is a marketing assistant with Kimberly-Clark in Neenah, Wisconsin.

**Kou Vang, '92 BSB**, is the co-owner and president of Hmong Industries Inc., a new manufacturing venture in St. Paul. The business, which assembles and packages products for medical companies, is among the first Hmong manufacturing businesses in the country.

**Hyongki Hahm, '93 MBA**, is director of planning at Medison Co. Ltd. in Seoul, Korea.

**Hirofumi Hayama, '93 MBA**, lives and works in Tokyo, Japan, in the Business Development and Strategy Department of ZEN-NOH.

**Paul Hesser, '93 MBA** has been promoted to vice president of marketing and operations at ShowCase Corporation, an enterprise intelligence provider located in Chicago, Illinois.

**Terry Koerner, '93 MBA**, is a supply manager for Thermo King Corporation in Minneapolis.

**Stephane Morel, '93 MBA**, lives and works in Idstein, Germany as a product manager with Black and Decker.

**Cathy Schmidt, '93 MBA**, was promoted to vice president of Stahl Construction Co., located in Minnetonka, Minnesota. She is married to Mark Schmidt, '93 MBA, who works for Syngenta Seeds (formerly Novartis Seeds) as soybean product manager.



**Justine Fritz, '93 MBA**, was featured in the January 8, 2001 issue of *Fortune*. The article takes a peek into the lives of four employees involved in a new product launch at Medtronic, where Fritz is a senior marketing manager. The article looks at how Fritz balances her work—in this case managing more than 100 projects related to the new product launch—with family, including a young son, Michael, and her husband Jeff. Part of what makes it all possible, according to Fritz, is the importance of what she is doing—working on products that can change people's lives.

**Scott Ulberg, '93 BSB**, is vice president of Total Training Network, a Bloomington-based firm offering DVD-based training courses.

**Paul Berman, '94 BSB**, lives and works in Minneapolis as a financial analyst for Honeywell International.

**Gary Brothers, '94 BSB**, is a corporate finance associate at Dain Rauscher Wessels in San Francisco, California.

**Steve Eberly, '94 MBA**, is an engineering manager for Thermo King Corporation in Galway, Ireland.

**Bill Favnesi, '94 MBA**, is the Asia/Northwest district manager for The Lee Company in Bothel, Washington. He lives in Snohomish, Washington.

**Juan Gonzalez, '94 MBA**, is the vice president of Bromo Industrial in Santo Domingo, Dominican Republic.

**Mitch Kaiser, '94 MBA**, is a manager at Deloitte Consulting in Minneapolis and lives in Eden Prairie, Minnesota.

**John Schreier, '94 MBA**, was appointed president and CEO of Premier Bank Metro South.

**Chris Utz, '94 BSB**, is a senior market analyst for Supervalu, Inc. in Eden Prairie, Minnesota. He lives in Plymouth, Minnesota.

**Marc Friedman, '95 MBA**, is a project manager at Inforte Corporation and lives in Palo Alto, California.

**Michael Kuehner, '95 MBA**, is the managing director of interactive products at Ernst and Young LLP in Seattle, Washington. He lives in Snoqualmie, Washington.

**Fernando Palacios, '95 CEMBA**, has been named vice president of Operations and Supply Chain at Land 'O Lakes.



Man the deck, trim the sails, prepare to watch the illbruck Challenge as its crew sets sail this fall as participants in the Volvo Ocean Race Round the World. "By participating in the most difficult regatta in the world, we aim to inspire," said Michael Illbruck, '95 MBA. "Sailing has been a significant part of the corporate culture for more than 30 years, providing a vehicle to vividly convey our corporate identity."

The race starts from Southampton, England on September 23, 2001, and finishes in Kiel, Germany in June 2002. The sailboat will be docked in two U.S. ports, Baltimore, Maryland and Miami, Florida spring 2002. During these stays, alumni receptions are being planned. Watch for further information and follow the team's success on the Internet at [illbruckChallenge.com](http://illbruckChallenge.com).

**Joseph Piepgras, '95 MBA**, is a financial manager with General Mills in Minnetonka, Minnesota. He currently resides in Golden Valley, Minnesota.

**Cary Robinson, '95 MBA**, is vice president/senior research analyst at U.S. Bancorp Piper Jaffray and lives in Excelsior, Minnesota.

**Wayne Roen, '95 CEMBA**, recently accepted the position of vice president of Storage and Networking Practice with Lumina Marketing.

**Gary Romo, '95 BSB**, is the lead help desk analyst for Prudential - Technology Support in Plymouth, Minnesota. He lives in Ramsey, Minnesota.

**Michael Schong, '95 MBA**, was appointed director of MIS at Horton, Inc in Minneapolis.

**Kevin Terrell, '95 MBA**, works in Eden Prairie, Minnesota as a marketing manager for GE Capital Fleet Services. He lives in Apple Valley, Minnesota.

**Christopher Theirl, '95 MBA**, is a manager, Analyst Relations, at Interrelate, Inc. in Eden Prairie, Minnesota.

**Kenichi Yamaguchi, '95 MBA**, works for Japan Energy Corporation in Tokyo, Japan.

**Brett Almquist, '96 BSB**, recently founded BeansWax Candle Co. and is CEO and president of the company.

**Robert Brown, '96 MBA**, works as a Lotus Notes practice lead for Minnesota Midrange Solution in Plymouth, Minnesota. He currently lives in Shoreview, Minnesota.

**Ashok Dhariwal, '96 MBA**, is senior engagement manager at Zentrophy Partners in Minneapolis, Minnesota.

**Kevin Ehleringer, '96 BSB**, is a client service manager for Spectra Marketing in Louisville, Kentucky. He currently lives in Lyndon, Kentucky.

**Sean Helsel, '96 MA-HRIR**, is a senior human resources representative for the Pepsi Bottling Group in Columbia, South Carolina.

**Leonardo Koesmanto, '96 MBA**, lives and works in Jakarta, Indonesia as a senior consultant for Booz Allen and Hamilton.

**Sebastien Lalevee, '96 MBA**, lives and works in Paris as a senior equity research analyst with Salomon Smith Barney.

**Sally Ann Marier, '96 MBA**, is an implementation manager for American Express in Minneapolis. She lives in Eagan, Minnesota.

**Ned Moody, '96 MBA**, is a partner at NorthStar Advisory Group in Oak Park, Illinois. He resides in Chicago.

**Lazaros Nikolaidis, '96 BSB**, is a buyer at Johnson & Johnson Hellas/ Consumer Division. He is planning to move to J & J Central Operations in Switzerland.

**Kristin Nomura, '96 MA-HRIR**, lives and works in Dallas as a senior benefits specialist for the ExxonMobil Corporation.

**Peter Russano, '96 MBA**, is an international logistics manager with SSL Americas, Inc. in Norcross, Georgia. He lives in Smyrna, Georgia.

**Carl Samberg, '96 MBA**, works for Accenture in Minneapolis as a consultant. He currently resides in St. Paul.

**Kari Wimmer, '96 BSB**, is a financial business analyst for Starz, Encore Group in Greenwood Village, Colorado. She lives in Highlands Ranch, Colorado.

**Michael Brousseau, '97 MBA**, is the director of product marketing for Virtual Growth.com headquartered in New York City. He lives in Minneapolis.

**Brian Dumann, '97 MBA**, is a project manager for Medtronic, Inc. in Minneapolis. He lives in Andover, Minnesota.

**Christopher Jorgenson, '97 MBA**, is an investment research analyst for American Century Investments in Mountain View, California. He currently lives in Oakland, California.

**Jay Krasnow, '97 MBA**, is a project manager with Worldtrak Corporation in Minneapolis. He currently resides in St. Paul.

**Don McFarling, '97 MBA**, works in St. Paul as a strategy manager for U.S. Bank. He lives in Shoreview, Minnesota.

**Karina Muller, '97 MBA**, is a marketing manager at Pillsbury and lives in Plymouth, Minnesota.

**Kevin Sundem, '97 MBA**, is a controller at Javelin Solutions, Inc. in Minneapolis. He lives in Chaska, Minnesota.

**Brent Peacock, '97 MBA**, is a general partner with KP Management in Minneapolis. He lives in Hudson, Wisconsin.

**Chris Zimdars, '97 MBA**, is a wireless product manager for Excite@Home in Redwood City, California. He currently resides in San Francisco.

**Teymour Askerov, '98 MBA**, is the director of decision support services in London, Ontario where he also resides.

**Eric Baltes, '98 BSB**, is a revenue analyst for US Bank in St. Paul and lives in Minnetonka.

**Nicole Braegelmann, '98 BSB**, is a consultant for PSINet Consulting Solutions. She lives in St. Paul.

**Christopher Carlisle, '98 MBA**, lives and works in Madison, Wisconsin, where he is senior associate brand manager at Kraft Foods.

**Tracy Cheng, '98 MBA**, works as a financial analyst for Agilent Technologies in Santa Clara, California. He currently resides in Foster City, California.

**Gregory Davis, '98 MBA**, lives and works in Austin, Texas, where he is senior project manager at 360 Commerce.

**Mary Gainor, '98 MBA**, lives and works in Minneapolis as a principal consultant for PricewaterhouseCoopers LLP.

**Christopher Glenn, '98 MBA**, lives in Edina and is a branch manager for Sprint.

**Becky Grecula (Brandt), '98 MBA**, is senior associate product manager at Unilever Best Foods in Englewood Cliffs, New Jersey. She lives in New York City.

**Chris Gustanski, '98 MBA**, is senior product manager at U.S. Bank and lives in Burnsville, Minnesota.

**Karna Haan, '98 MBA**, is taking time off of work from Depuy/Codman, Johnson and Johnson to be a full-time mom to 15-month old Emily Elizabeth. She lives in Livermore, California.

**Raza Hasan, '98 MBA**, works in Eden Prairie, Minnesota as a product marketing manager for IntraNet Solutions. He lives in Eagan, Minnesota.

**John Hizon, '98 MBA**, is an inventory process planner for Best Buy Company, Inc. in Eden Prairie. He currently resides in Minneapolis.

**Cindy Lee Hogan, '98 MBA**, is a Global Business Unit Manager with HB Fuller in Vancouver, Washington.

**Gaurav Khetrapal, '98 MBA**, is an information technology project manager for Intel Capital in Santa Clara, California.

**Jongchan Kim, '98 MBA**, is purchasing manager at Samsung, SDE in Budapest, Hungary.

**Jon Lauritzcn, '98 MBA**, works in Minneapolis as a marketing manager for Cargill, Inc.

**Chris Meldrum, '98 MBA**, has moved to North Carolina to be manager of Partnering and Technology at Paradigm Genetics, Inc., a functional genomic company. He is engaged to Jenette Dean and will be married in July.

**Sean Murphy, '98 BSB**, works for Ernst and Young and lives in Minneapolis.

**Luke Peterson, '98 MBA**, is manager, Health Care Consulting Group at Kurt Salmon Associates in Minneapolis.

**Richard Shannon, '98 MBA**, is a research analyst at Epoch Partners in San Francisco, CA.

**Mark Strefling, '98 MBA**, works as an attorney in Minneapolis with Faegre and Benson LLP.

**Raghu Acharya, '99 MBA**, works in Glendale, California as an investment manager for Heller Financial. He lives in Pasadena, California.

**Jeanie Callen, '99 BSB**, is a consumer strategist for Carlson Marketing Group in Minneapolis. She lives in Plymouth, Minnesota.

**Jeff Cleath, '99 MBA**, is the vice president and director of consulting services for Inetium, Inc. in Chanhassen, Minnesota.

**Linda Craigie, '99 BSB**, works for the Minnesota Department of Revenue as a revenue tax specialist. She resides in Minneapolis.

**Michael Dolan, '99 MBA**, is an associate at Oppenheimer Wolff & Donnelly LLP in Minneapolis, Minnesota.

**Tricia Hamak-Sundeen, '99 MBA**, is a project manager for Datacard in Minnetonka, Minnesota. She currently lives in Minneapolis.

**Elizabeth Henderson, '99 MBA**, is a health actuarial consultant for Deloitte and Touche in Minneapolis. She lives in Plymouth, Minnesota.

**Bert Hepp, '99 MBA**, recently left Qwest Communications International to run BuySelf Realty, a realtor services company that he started in January

2000. This is the same business that was Bert's project in the Entrepreneurial Studies classes at the Carlson School.

**Andy Ho, '99 BSB**, is a business analyst for Deloitte Consulting in Minneapolis.

**Derek Holm, '99 MBA**, works for Jundt Associates, Inc. in Minneapolis. He lives in Chanhassen, Minnesota.

**Allen Jezouit, '99 MBA**, has moved to corporate headquarters of PRAXAIR Inc. in Danbury, CT, to become the company's director of e-business.

**Dong Cheol Kim, '99 MBA**, is a senior manager with Deloitte & Touche Management Solutions in Seoul, Korea.

**Curt Kinghorn, '99 MBA**, is senior counsel at Medtronic, Inc. in Minneapolis and lives in Lino Lakes, Minnesota.

**Petrea Kaldahl Klein, '99 MBA**, is a project manager for Thunderbird American Graduate School of International Management in Glendale, Arizona.

**Cory Kopp, '99 MBA**, is a project manager for HighJump Software in Eden Prairie, Minnesota. He lives in Brooklyn Park, Minnesota.

**Molly Lusk, '99 BSB**, lives and works in Dallas, Texas, as a reinsurance analyst trainee for E.W. Blanch Company.

**Angela Maurer, '99 BSB**, is a general manager at Lifetime Fitness in Roseville, Minnesota. She currently lives in Apple Valley, Minnesota.

**Igor Milner, '99 MBA**, is a consumer bank analyst for Citigroup in Brussels, Belgium.

**Neil Mumm, '99 BSB**, lives and works in Minneapolis as a business analyst for Deloitte Consulting.

**Timothy Olken-Hunt, '99 MBA**, is a senior financial analyst for the Target Corporation in Minneapolis.

**Kimberly Petschen, '99 BSB**, works as a consultant for Apex IT, Inc. in Bloomington, Minnesota. She currently resides in Minneapolis.

**Mikhail Pevzner, '99 BSB**, lives and works in New York City as an associate in assurance and business advisory services for PricewaterhouseCoopers LLP.

**Derek Robillard, '99 BSB**, is a sales consultant for Informatica Corporation headquartered in Palo Alto, California. He resides in Eagan, Minnesota.

**John Rootness, '99 MBA**, is an associate at The Rahn Group in Minneapolis.

**Kurt Schoenrock, '99 MBA**, is the manager of corporate finance at NRG Energy in Minneapolis. He lives in Oakdale, Minnesota.

**Renee Schroeder, '99 BSB**, is the manager of market research for the Industrial Fabrics Association International in Roseville, Minnesota.

**Dale Shaltz, '99 MBA**, is the vice president of sales and marketing for Smooth Air LLC. He lives in Plymouth, Minnesota.

**Dan Sieburg, '99 BSB**, is a tax specialist for KPMG LLP in Minneapolis, Minnesota.

#### Web Site Link

**Send Class Notes to the school and stay in touch with your classmates through the "Carlson School Alumni Network" on the Carlson School web site. The path to follow is [www.csom.umn.edu/CSOM/Alumni/index.html](http://www.csom.umn.edu/CSOM/Alumni/index.html)**

**Eric Smith, '99 MBA**, is a financial analyst with Northwest Airlines in St. Paul, Minnesota.

**Bradley Renwick Smith, '99 MBA**, is the manager of sales and service quality at Polaris Industries in Medina, Minnesota. He lives in Minneapolis.

**Jason Van de Loo, '99 BSB**, is an interactive marketing specialist with Carlson 24K Gold Points in Minneapolis, Minnesota.

**Margaret 'Peggy' Walsh, '99 MBA**, works for Zhone Technologies in Brooklyn Center, Minnesota as a program manager. She currently lives in Blaine, Minnesota.

## 2000s

**Sarah Afshar, '00 BSB**, is a signals intelligence officer with the United States Marine Corps in Stafford, Virginia.

**Jason R. Ballsrud, '00 MBA**, is a research analyst for Peregrine Capital Management, Inc. in Minneapolis. He lives in Excelsior, Minnesota.

**David Blomster, '00 MBA** is a senior financial analyst at Medtronic, Inc.

**Jay Bosch, '00 CEMBA**, joined Berkley Information Systems in Luverne, Minnesota as vice president of Systems Development.

**Pablo Celi, '00 MBA**, is an integration project manager for Ecolab in St. Paul, Minnesota.

**Nathaniel Clay, '00 BSB**, is an associate analyst with General Motors Corporation in Detroit. He currently lives in Royal Oak, Michigan.

**Matthew Dudley, '00 MBA**, lives and works in Chicago as an associate in private client services for Lehman Brothers.

**Pauline Fofana, '00 MBA**, is an auditor at Noridian, Government Services in Eagan, Minnesota.

**Tracy Gorman, '00 MBA**, is an e-commerce market analyst for Deluxe Corporation and lives in Shoreview, Minnesota.

**Todd Hall, '00 MBA**, lives in Concord, North Carolina and works as a global team leader for Solectron in Charlotte, North Carolina.

**Jessica McBride, '00 MBA**, lives and works in Shoreview, Minnesota as a business systems project leader for Medtronic.

**John Mineasufibo, '00 BSB**, is a manager at WF Materials Inc. of North America, where they recently opened their tenth fish shop. He and Quiquirtee Jones remarried and live in South St. Paul, Minnesota.

**Matt Rennerfeldt, '00 BSB**, works for American Express Financial Advisors in Minneapolis, Minnesota. He lives in St. Paul.

**Kiran Saindane, '00 MBA**, lives and works in Irving, Texas as a consultant for i2 Technologies, Inc.

**Haresh Sapra, '00 Ph.D.**, is an assistant professor at the University of Chicago.

**Jason Schwartz, '00 MBA**, is a manager with Strategic Development at Commtouch Software LTD in Mountain View, California. He lives in San Diego.

**Kathy Tune, '00 MBA**, is an analyst at U.S. Bancorp Piper Jaffray. She lives in Lakeville, Minnesota.

**Beverly Wilharm, '00 MBA**, is a credit manager with Wells Fargo Bank in Minneapolis, Minnesota.

**Qing Zhao, '00 MBA**, is a project specialist for DIRECTV in El Segundo, California. He resides in Torrance, California.

**Eric Ewald, '01 MBA**, is the vice president of Ewald Consulting in St. Paul.

## Deceased

**Robert 'Bob' Engelhart, '47 BSB**, passed away on May 11, 2001. In 1945 Engelhart founded the Robert G. Engelhart & Company, an accounting firm, which grew to more than 100 professionals and 300 clients before merging with Deloitte, Haskins & Sells, known today as Deloitte & Touche.

Engelhart served on the Board of Directors on the Highland State Bank, Blue Cross/Blue Shield, Mid-States Distributing and the Oblates Provincial House. Furthermore, Engelhart, along with his wife, donated to the Boys and Girls Club of Watertown, South Dakota, the Community Action

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Carlson Apparel is a Carlson School MBA student run organization that provides support for students pursuing work in entrepreneurial environments. All profits benefit InnoVentures.



PROGRAM PREVIEW

**GENERAL MANAGEMENT**

Minnesota Executive Program	September – December, 2001
Minnesota Management Institute	March – May, 2002
Minnesota Management Academy	October 22-26, 2001
21st Century Program: Market Leadership	March – November, 2002

**FINANCE**

Finance for Non-Financial Managers	October 9-12, 2001
Financial Strategy	February, 2002
Mergers & Acquisitions	TBA

**MARKETING/SALES**

Strategic Pricing	October 9-11, 2001
Sales Management Fundamentals	November 6-8, 2001
Fundamentals of Marketing	November 12-14, 2001
Strategic Marketing	December 3-5, 2001
Executive Sales Management	April 9-11, 2002

**GENERAL PROGRAMS**

Advantage Program: An MBA Update	September – October, 2001
Negotiating for Success	September 24-26, 2001
Managing High-Performance Project Teams	September 26-28, 2001
Creating Value Through Strategic Alliances	October 24-26, 2001
Strategic Excellence: Strategy Development	October 24-26, 2001
Presentations: Coaching for Executives	October 30 – November 1, 2001
Decision Making:	
Risk Analysis and Management	March 4-6, 2002
Advanced Management Program	
for Healthcare Executives	April 14-19, 2002
Human Resource Executive Program	Spring, 2002

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Building in Waubay, South Dakota, and also funded newborn heart operations in Minneapolis, Minnesota. Engelhart is survived by his children, Robert II, Mink, Jim, Jack, Joe, Steve, and his fourteen grandchildren.

Mary Rantala, '47 BSB, passed away in March. Rantala, a long time contributor to the school, established two scholarships with her husband, Raymond, for students who have demonstrated outstanding academic merit. Rantala also established the Holms scholarship fund, awarding \$1000 scholarship to Glencoe High School student going to the University of Minnesota. Rantala is survived by her two sons, Erick and Niel Rantala.



**Mary Rantala**

Horton Lee Sorkin, 77 Ph.D., '85 MBA, Howard University business professor and authority on Internet commerce security, died in May. He had been at Howard University in Washington, D.C. since 1986 and before that taught at Georgetown and the University of Maryland. He is survived by his wife, Virginia DeSalvo Sorkin.

Former staff member George Winter passed away in April. After a long career in Minnesota state government and business, he came to the Managerial Communications Center (MCC) at the Carlson School to coach writing and speaking. Upon his retirement from the MCC in 1999, he was a recipient of the University of Minnesota's President's Award for Outstanding Service. ☪

# Upcoming Events For Alumni & Friends

## FIRST TUESDAY

### August 7

Thomas Staggs  
Sr. EVP, The Walt Disney Co.  
Holiday Inn Metrodome, West Bank

### September 4

Stephen Sanger  
Chair & CEO, General Mills, Inc.  
Radisson Hotel Metrodome

### October 2

Barbara Mowry  
Former Chair & CEO,  
Requisite Technologies  
Radisson Hotel Metrodome

### November 6

Gene Sit  
Chair & CEO, Sit Investment Associates  
Radisson Hotel Metrodome

**RSVP: 612-626-9634**

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## AUGUST

### August 3 MBA First Friday

MBA Alumni & Student Networking  
Paradise Cruises, Lake Minnetonka  
5:45 - 9:00 p.m., 612-625-8308

### Friday, August 24

4th Annual Carlson Day at the Races  
Canterbury Park, Shakopee, MN  
Hosted by Curt Sampson, '55 BSB  
6:00 - 9:00 p.m., 612-624-0554

### August 28

MBA Alumni Host Orientation Lunch  
for New Students, 612-626-9486.

## SEPTEMBER

### September 7 MBA First Friday

MBA First Friday/Dean's Reception  
Carlson School Atrium, 5:00 - 8:00 p.m.

### September 12

David Kidwell's Farewell Reception  
Carlson School Atrium,  
5:00 - 7:00 p.m., 612-625-8308

### September 21

Undergraduate Scholarship Reception  
for Benefactors & Students  
4:00 - 6:00 p.m.

## OCTOBER

### October 5 MBA First Friday

MBA Alumni & Student Networking  
Happy Hour at Gasthof zer Gemutlichkeit  
5:30 - 7:30 p.m., 612-625-8308

### Saturday, October 20

Homecoming Weekend/  
50th Reunion, 612-625-1556.

### Wednesday, October 24

MBA Networking Lunches Program  
Kick Off Event  
6:00 - 7:30 p.m., 612-626-9486

## NOVEMBER

### November 2 MBA First Friday

MBA Alumni & Student Networking  
Happy Hour, Backstage at Bravo  
5:30 - 7:30 p.m., 612-625-8308

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