

SOWING
SEEDS OF
EXPERIENCE
24

VINEYARD
VENTURES 18

THE OLIN NETWORK

Connecting
businesspeople
for 95 years

14

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USE **SPECIAL
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THAT 2



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LETTERS

OlinBusiness
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Campus Box 1162
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St. Louis, MO 63130-4899

VOL. 14, FALL 2011

OlinBusiness magazine is published annually by Olin Business School, Washington University in St. Louis. Unless otherwise noted, all articles may be reprinted without permission with appropriate credit to *OlinBusiness* magazine.

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PHOTO BY RON KLEIN PHOTOGRAPHY

“Whether you are reading these words on a laptop, smartphone or in print, we invite you to join us in celebrating the Olin network, which connects our students, faculty and alumni in St. Louis and around the world.”

Long before the existence of today's popular online social networks such as Facebook and Twitter, our Olin network was connecting members of our community in the classroom and through career counseling, scholarships, recruitment and business partnerships. And it's still going strong as we approach the school's 95th anniversary. The human connections are what we nurture and value most at Olin.

This issue of *OlinBusiness* magazine, with its new format and design, is brimming with examples of our multigenerational, international network. From experiential learning projects to new ventures, you'll read about many of the ways Olin students, faculty and alumni connect to learn from each other and transform business.

We are proud to introduce the debut of *Olin Praxis*, a special insert in this issue, to offer Olin faculty's latest insights into management, strategy, finance, marketing and economics.

A multitasking team of MBA students designed and created this review of academic research for business practitioners. In the spirit of the Olin Award, which honors timely research, *Olin Praxis* summarizes and links to important findings that managers can apply in today's global marketplace.

It is a privilege to serve as dean of such a vibrant and connected community, and I am honored to begin my second five-year term at the helm of Olin Business School. I look forward to hearing from you and seeing you at an Olin event in the coming year.

MAHENDRA GUPTA

Dean and Geraldine J. & Robert L. Virgil
Professor of Accounting & Management
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OLIN NEWS
ON YOUR
SMARTPHONE

Olin? There's an App for That.

You can stay connected to Olin on your iPhone with our free Olin app, available in the Apple App Store.*

Designed by three Washington University engineering students, the new Olin app provides up-to-date news and events from the business school and a mobile version of *OlinBusiness* magazine (including *Olin Praxis*) with links to additional content including videos.

Easy to navigate and fun to use, the free Olin app will keep your fingers on the pulse of the business school.

**At press time, app was pending approval. Search for "Olin Business" in the Apple App Store.*



Thank FOO

FOO stands for "Friends of Olin," the 1,500 people who volunteer their time throughout the year to mentor students, participate in recruitment exercises, offer career advice and share their expertise in the classroom.

1,500
VOLUNTEERS

The Office of Corporate Relations held a reception in June to recognize and thank Olin's many friends for all they do. Plans are already under way for the second annual FOO event in June 2012.



To view the current Friends of Olin roster, visit olin.wustl.edu/corporate

New Faculty



**JOSEPH
CULLEN**

ASSISTANT PROFESSOR
OF ECONOMICS

*PhD, Economics, 2009,
The University of Arizona*

Previously, Joseph Cullen was a fellow at the Harvard University Center for the Environment. His research interests include industrial organization, environmental economics, energy and applied econometrics.



**AMR
FARAHAT**

ASSISTANT PROFESSOR
OF OPERATIONS &
MANUFACTURING
MANAGEMENT

*PhD, Operations Research,
2004, Massachusetts
Institute of Technology*

Before joining Olin, Amr Farahat was a faculty member at Cornell University. His research interests include pricing and inventory optimization with a focus on differentiated products.



**EXEQUIEL
HERNÁNDEZ**

ASSISTANT PROFESSOR
OF STRATEGY

*PhD, Strategic
Management &
Organization, 2011,
University of Minnesota*

Exequiel Hernández has taught undergraduate business policy at the University of Minnesota. His research interests include strategy, interfirm networks and social capital, and international business.



**BAOJUN
JIANG**

ASSISTANT PROFESSOR
OF MARKETING

*PhD, Information
Systems, 2011, Carnegie
Mellon University*

Baojun Jiang has worked as an IT consultant and CRM applications manager. His research interests include competitive strategy, platforms, user-generated content, e-commerce, technology-enabled markets, pricing and game theory.



**ASAF
MANELA**

ASSISTANT PROFESSOR
OF FINANCE

*PhD, Finance, 2011,
University of Chicago*

Asaf Manela worked as a software engineer at Mercury Interactive before joining Olin. His research interests include asset pricing; information acquisition and diffusion in financial markets; and the role of the media in finance, learning and portfolio choice.

A Greener MBA

Starting this fall, students at Washington University can earn a dual master's degree in engineering and business (MBA/MEng). The 2½ year-long program focuses on energy, the environment and corporate sustainability.

STUDENTS WILL SPECIALIZE IN ONE OF FIVE PATHWAYS:

- Advanced energy technologies
- Energy and environmental nanotechnology
- Environmental engineering science
- Technology for environmental public health
- Energy and environmental management

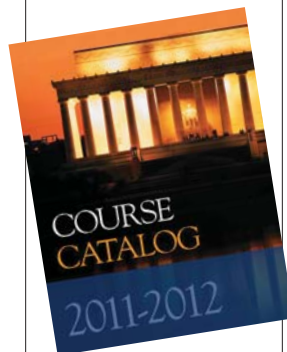
Students have expressed increasing interest in approaches to the problems that lie at the intersection of the engineering and business schools, according to Joseph P. Fox, associate dean and director of the MBA program. "The new program was designed in response to that interest."

Fox adds, "It's clear that solutions to the issues of sustainability, energy and the environment will be interdisciplinary."


 eece.wustl.edu/ContentFiles/Degree/MEng_MBA_Flyer.pdf

BEE Buzz

Brookings Executive Education (BEE), managed by Olin in conjunction with the Brookings Institution in Washington, D.C., has expanded the range and number of courses it offers. The current catalog includes 39 courses, with many offered several times throughout the year.



The inaugural Master of Science in Leadership (MSL) class, launched earlier this year, boasts candidates from organizations as diverse as NASA, the National Institutes of Health and the U.S. departments of Defense, Homeland Security and Energy. The degree is designed to develop leaders for service as senior federal executives and to improve the capacity of incumbent members of the Senior Executive Service (SES).

 **View courses online at Brookings.edu/ExecEd**




Summer Intern's Double Life

While Justin Blau was interning this summer at Credit Suisse in New York, his other career started to take off. The finance major (BSBA '13), from Las Vegas, moonlights as a mash-up artist and DJ. Several of his electronic mixes went viral and propelled "3LAU" — his stage name — into the digital music spotlight.

By day, Blau did research projects with the investment bank's strategy and advisory group. "The real world is as exciting as I expected it to be (especially with the extreme market volatility in August), and I learned more than I could have imagined this summer," he says.

Blau's manager, Ross Festenstein, BSBA '11, is negotiating more than 30 requests for performance gigs this fall. Fratmusic.com named Blau its official house DJ, and his mash-ups have made The Hype Machine's top 50 most popular blogged songs list.

"I connect what I've learned at Olin to what I do DJ-ing every single day. I work on DJ stuff like I work on case competitions. Formulating a strategy, executing the plan, practicing public presence and emotional intelligence - it's all part of the DJ game." JUSTIN BLAU

 **Find 3LAU's schedule on Facebook: facebook.com/DJ3LAU**



MATTHEW RINGGENBERG

ASSISTANT PROFESSOR OF FINANCE

PhD, Finance, 2011, University of North Carolina

Previously, Matthew Ringgenberg worked at Charles River Associates and AnchorBank. His research interests include empirical asset pricing, equity lending, information economics and short selling.



ADINA STERLING

ASSISTANT PROFESSOR OF STRATEGY

PhD, Organization & Management, 2011, Emory University

Previously, Adina Sterling worked on global brands in R&D at Procter & Gamble and taught "Leading and Managing Change" as a teaching assistant. Her research focuses on social structures in labor and product markets.

PHOTO BY WUSTL PHOTO SERVICES



MBA Turns Pro

Jaimie McFarlin, LA '09/MBA '10, has signed a professional contract to play for Denmark's Værløse Basketball Club during its 2011–12 season. McFarlin wore #15 for the Bears.

McFarlin played for Washington University from 2005–2010, helping lead the Bears to four NCAA Tournament berths with three trips to the NCAA Division III championship game and the 2010 NCAA Division III National Championship title. She also was named as the NCAA Division III Championship Most Outstanding Player.

10 Years and Going Strong

Olin salutes the 10th anniversary of three different initiatives this year. From St. Louis to Shanghai, let the celebrations begin!

KNIGHT CENTER

The 135,000-square-foot Charles F. Knight Executive Education & Conference Center opened in October 2001. The 65-room hotel, classroom and meeting facility is home to Olin's Executive MBA and executive education programs.

EMBA – SHANGHAI PROGRAM

Special banners commemorating the 10th anniversary of the Olin-Fudan University EMBA program were unveiled at this year's opening ceremony in Shanghai. ▶ The Olin-Fudan partnership was one of the first Executive MBA programs in mainland China. The *Financial Times* has ranked the

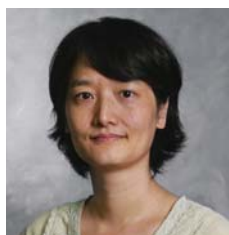
Shanghai program no.1 in China for the past seven years.

SKANDALARIS CENTER FOR ENTREPRENEURIAL STUDIES

Thanks to campuswide initiatives including courses, business plan competitions (Olin Cup and YouthBridge SEIC), IdeaBounce and other activities sponsored by the Skandalaris Center, Washington University was ranked no. 6 in entrepreneurship by *The Princeton Review* and *Entrepreneur* magazine in September. Dozens of successful ventures have been hatched at the center over the past decade.



New Visiting Professors & Lecturers



JOICE HU

VISITING ASSISTANT PROFESSOR OF OPERATIONS & MANUFACTURING MANAGEMENT
PhD, Operations, 2006, Case Western Reserve University

Joice Hu is visiting from Purdue University. Her research interests include supply chain management, service operations management, coordination of operations with finance, and operations management applications of the economics of industrial organizations.



KONSTANTINA KIOUSIS

VISITING ASSISTANT PROFESSOR OF STRATEGY
PhD, Strategy, 2000, University of California - Los Angeles

Before starting at Olin, Konstantina Kiousis was a visiting professor at Southern Methodist University. Her research interests include corporate performance and profitability, productivity measurement, executive compensation, intellectual property, business cycles and spillovers.



DEBRA KROLICK

VISITING PROFESSOR OF ACCOUNTING
PhD, 1998, University of Chicago

Previously, Debra Krolick was an information systems consultant with Coopers & Lybrand. Her research interests include relevance and informativeness of financial statements, balance sheet management, and the valuation and disclosure of investments in intangible assets.



TIRTHANKAR ROY

VISITING ASSISTANT PROFESSOR OF MARKETING
PhD, 1999, University of California, Los Angeles

Before starting at Olin, Tirthankar Roy was on the faculty of Iowa State University. His research interests include consumer response to targeted promotions, loyalty reward programs and competitive markets with asymmetric customer addressability.



DURAI SUNDARAMOORTHY

LECTURER IN MANAGEMENT
PhD, Operations Research, 2007, University of Texas at Arlington

Durai Sundaramoorthi was previously on the faculty at Missouri Western State University and the University of Missouri-Rolla. His research focuses on methodology: data mining, simulation and simulation-based optimization.

Honk if
you're an
EMBA
student!

More than

200

Olin Executive MBAs
in St. Louis,
KC and Shanghai

Washington University
endowment managed by
OLIN students in the
Investment Praxis course

\$1,000,000

OLIN
TURNS
95

Olin Business School
opened March 30, 1917

15,350



Number of bagels
sold at Einstein
Bros. Bagels
since it opened
in Simon Hall on
Jan. 31, 2011

MEMBERS
OF OLIN'S ALUMNI
LINKEDIN GROUP

5,341

20,000 FT.

Elevation reached when
Ron King climbed Mount
Everest, March 2011.
King is the Myron
Northrop Professor of
Accounting and senior
associate dean - programs.



17,809 OLIN ALUMNI



6 TONS

of care packages sent to troops
in Iraq and Afghanistan since 2004 by WUSTL
military support groups. Hugh Tychsen, MBA '11,
(deployed three times to Iraq while completing his
degree) appreciated receiving packages from Olin.



18

MBA STUDENTS
PARTICIPATING IN
THE 2ND ANNUAL
UNITED WAY BOARD
FELLOWS PROGRAM

108 FACULTY
MEMBERS

no. 2

FINANCIAL TIMES
RANKS MS/FINANCE
PROGRAM #2 IN U.S.

Number of students who participated in consulting projects in fall 2010–summer 2011 through the

CENTER FOR EXPERIENTIAL LEARNING 228

S.E. ASIAN ADVENTURE

"As we traveled through the ancient temples of Chiang Mai, the beaches of Phuket and the modern businesses of Bangkok, we learned firsthand about the dual traditional and entrepreneurial spirit of the Thai people, a country in flux between the old and the new."

Holly Slonecker, MBA '12
Global Management Studies
course and tour of Singapore
and Thailand



PASSPORT REQUIRED

Options for study and work abroad continue to expand at Olin. Nearly half of Olin undergrads and more than a third of graduate students participated in international programs last year.

New Programs include:

- ▶ Internships in Sydney and Tel Aviv
- ▶ Exchange programs with top business schools in Hong Kong, Milan, Melbourne, Paris, Barcelona, Madrid and Singapore
- ▶ Summer programs in Germany, the Netherlands and Denmark
- ▶ WUSTL's full-time Chinese language program at Fudan University in Shanghai



HUNGARIAN STARTUPS

"My group was tasked with developing a social media strategy for a company that developed a multinational smartphone application ... it is empowering to know that the work my classmates and I are doing for these high-growth Hungarian companies could actually have an impact toward helping the country continue to develop."

Atima Lui, BSBA '12, Danube
Venture Consulting course
spends two weeks in Budapest
working with startup ventures.

EURO PASS

"The European Study Tour was a great experience. We were assigned to Romania. We conducted in-depth interviews with the minister of foreign affairs and U.S. Embassy officials to understand the progress this country has made since the fall of communism and to prepare for the mock parliament debate.



We truly learned a lot about the European Union."

David Kanoff and Max Walker, both BSBA '12, and Bill Restemayer, BSBA/MS/SCM '12, pictured at Dracula's castle in Romania. Students participate in the European Study Tour before internships. Teams visit different countries to research an issue facing the EU and meet in Brussels for a mock parliamentary debate (below).



BRAZIL IS AMAZING!

"We arrived in Sao Paulo — home to the largest Japanese population outside of Tokyo — where hotel attendants greeted us in fluent English, Portuguese and Japanese. We met with executives at headquarters for Citigroup, Bunge and Johnson & Johnson."

Ashley Elleby, MBA '12,
Global Management Studies
course and tour of Brazil



Read more postcards from Olin students
abroad at olin.wustl.edu

GOOD THAMES

"I interned at Best Buy Europe and was part of the loyalty program team in the marketing department. My favorite assignment was acting as the lead developer for the brand partnership with The O2 arena, where I got to secure, design and arrange for both short- and long-term brand assets to go up around the arena."

Kathryn Trumbo, BSBA '12,
London Internship Program

**MAKING A DIFFERENCE IN MADAGASCAR**

The Madagascar course, developed by Olin professor Judi McLean Parks in conjunction with the Missouri Botanical Garden, is open to all Washington University students through the University College. The mini-session is spent studying the country and preparing economic development projects to implement during the two-week, on-site working trip.

**EYEWITNESS TO JAPAN IN CRISIS**

"When the earthquake and tsunami happened, we were luckily several hundred miles away, and despite the flurry of tragic news reports, we found that other areas of the country (Kyoto, Osaka) continued to operate normally. However, given Japan's prominent role in numerous industries, particularly in the technology and automobile sectors, the long-term effects of this disaster on the global market are still unraveling."

Lisa Arias, MBA '12
Global Management Studies course
and tour of Japan

Olin Business School

One Brookings Drive

St. Louis, MO 63130

USA

**LUXURY-BRAND INSIDERS**

"Exclusivity, heritage, manufacturing intricacies and distribution complexities are just some of the many characteristics of the luxury goods industry we witnessed firsthand on our 10-day, six-city tour of nine brand headquarters in Italy, France and the UK. Trip highlights included observing extremely skilled workers in the Loro Piana factory pick tiny flaws out of the cashmere fabric, as well as touring the personal residence of the creator, namesake and muse of the Chanel brand, the late Coco Chanel!"

Danielle Rubin, BSBA/MACC '12,
Luxury Apparel Marketing course and tour

**BUSINESS IN ISRAEL**

Business in Israel is a new semesterlong course for undergrads. Students select an industry or company to research and then visit when the class tours Israel during spring break. Meetings with business leaders, politicians and Olin alumni were highlights of this year's trip.



We Are Connecting Olin's Past, Present & Future

When you think of your years as a student at Olin, what comes to mind? Classmates, professors, mentors, alumni, lifelong friends?

For most of us, the answer is all of the above. Statistics class, management and finance were important too, but the connections we made with members of the Olin family are the ones that have meant the most along our journey from school days to successful careers.

For me, it was a privilege to attend Olin on a scholarship, and I am forever grateful for the opportunity it gave me to become a part of the Olin community. Today, as a sponsor of a Scholar in Business student, I am not only giving back to the school that gave me a great foundation but I am also making a personal connection with a new generation of Olin students, who, in turn, will support and sustain the school's future.

The Olin alumni clubs in Chicago and New York are growing. You can keep connected with alumni around the country and the world by watching for social and professional development events on Facebook and LinkedIn. Members of the Eliot Society (\$1,000 or more contribution to annual fund) receive invitations to additional events.

I look forward to connecting with you at an Olin event this year.



Bob Balk, BSBA '67
President,
Olin Alumni Board
2011-2012

To find out about the many ways you can connect with Olin, please contact Steffani Lautenschlager with Olin's alumni and development staff at 314-935-5872 or Lautenschlager@wustl.edu. To guarantee you receive the latest news from Olin, please update your contact information on our website.



olin.wustl.edu/alumni

Distinguished Alumni Awards



MBA/MHA '81

Jay Grinney

Grinney heads HealthSouth Corp., one of the nation's largest health care providers. He led a major turnaround at HealthSouth that restored it to profitability in 2008. Grinney began his career as a social worker before earning his MBA and Master of Health Administration. He has held senior-level positions at Methodist Hospital System in Houston and Hospital Corporation of America.

MBA '77

John D. Beuerlein

Beuerlein's internship at Edward Jones while he was an MBA student led to a full-time job, numerous leadership roles and his elevation at age 26 to full partner, the youngest ever at the St. Louis-based investment company. Today he leads Edward Jones' North American customer experience program, ranked first in the U.S. in 2010 by J.D. Power and Associates.

Hundreds of alumni, friends and corporate partners celebrated at the annual Alumni Awards Dinner, held May 4, 2011, at the Ritz-Carlton in Clayton, Mo. Honorees at the gala event are pictured here. Mark your calendar and plan to attend the festivities April 5, 2012.

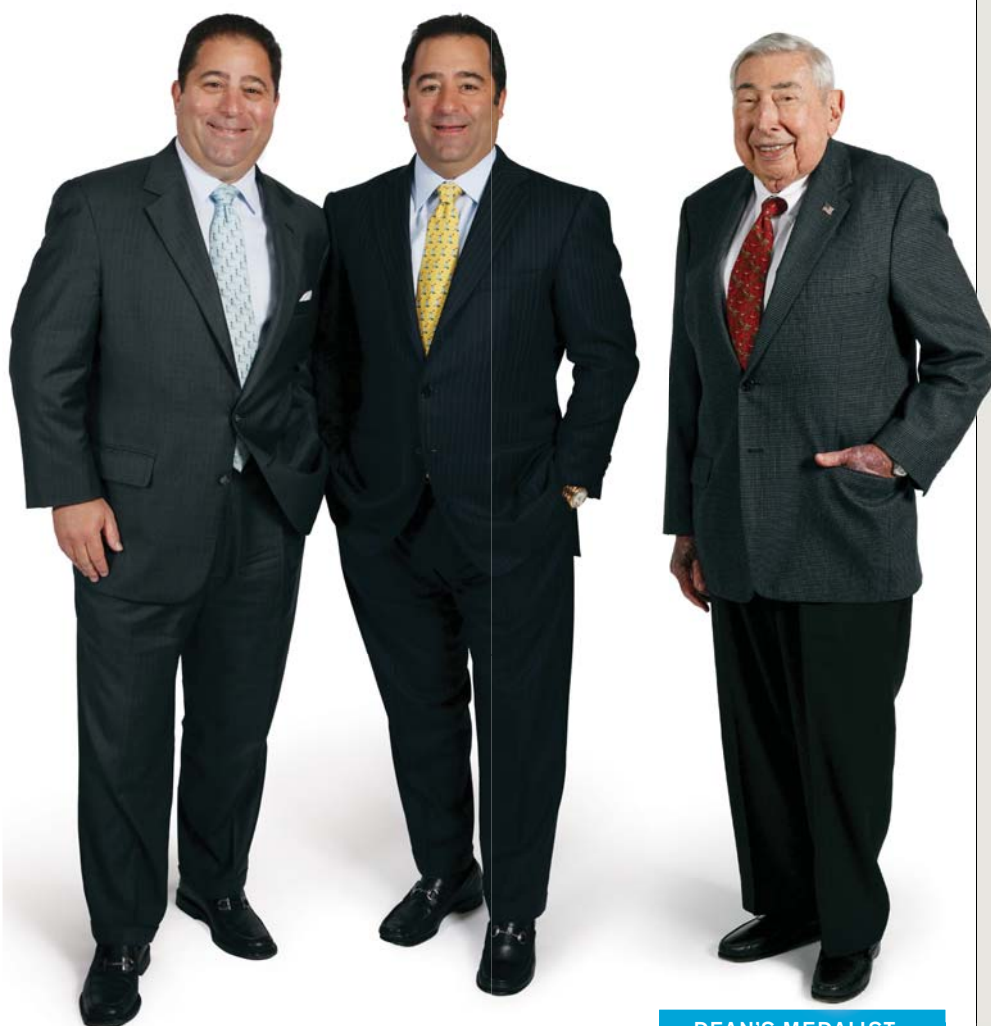


Welcome, HAP Alumni

When the Washington University School of Medicine dissolved the Health Administration Program (HAP) in 2007, its alumni association remained dedicated to preserving the history of its 62-year-old program and to maintaining a network for its members. Earlier this year, the HAP Alumni Board announced a formal affiliation with Olin to re-establish a relationship with the University.

Mark Brostoff, MHA '82, Olin's associate dean and director of the Weston Career Center (WCC), spearheaded the effort, noting many mutual benefits for HAP alumni and the Olin community.

"Through Olin, HAP alumni can connect with faculty and students by sharing their wealth of knowledge of the health care industry in and outside the classroom," says Brostoff. "They will also gain access to professional development opportunities and career networking through the WCC."



DEAN'S MEDALIST

MBA '90

Gregory A. Fox

Fox serves as group president and member of the board of advisers of the board of advisers of Harbour Group, a private, St. Louis-based operating company founded in 1976. He has also served as president, CEO and/or director of several Harbour Group companies, including Peer Manufacturing, Detroit Tool Metal Products, Pearlman Industries, Fluid Enterprises and DT Industries.

MBA '88

Jeff L. Fox

Since 2007, Fox has been chairman and CEO of Harbour Group, a private, St. Louis-based operating company founded in 1976. Fox joined the company in 1985 as a manager of corporate development. After serving as president of various Harbour Group companies, he became a group president and then, in 1998, president and COO.

BSBA '47

Sidney H. Guller

Sidney Guller, chairman of the board of Essex Industries, has made generous contributions to the University, including the Bobette and Sidney Guller Scholarship in Business and scholarships for students in the joint MBA/engineering degree program. He is a life member of the Eliot Society, a founding sponsor of the Scholars in Business Program, past president of the Olin Alumni Board, and past recipient of both Olin's Distinguished Alumni Award and Washington University's Founders Day Award. Guller's company, Essex Industries, has sent numerous managers through Olin's EMBA program.



Radio Times

Marketing professors **SEETHU SEETHARAMAN** and **CAROL JOHANEK** (adjunct) were on the "Ron Insana Show" to talk about *The New York Times'* website pay wall.

Insider Info

Accounting professor **XIUMIN MARTIN'S** study on information sharing in conglomerate banks was featured in the *Financial Times*, *The Wall Street Journal* and *Bloomberg Businessweek* in March. See *Olin Praxis* (inserted in this magazine) for more on Martin's study.

Relevant Research

Financial Times article featured **DEAN MAHENDRA GUPTA** discussing the Olin Award for faculty research that is applicable and relevant to business.

Discount Future

Marketing professor **SEETHU SEETHARAMAN** says Groupon's business model is flawed and predicts the company cannot continue to thrive at current levels. His comments got ink at *Time.com*, *The Baltimore Sun* and the *Connecticut Business News Journal*.



*In print,
online,
on the air*

THE WALL STREET
JOURNAL

Bloomberg
Businessweek

FINANCIAL TIMES

BALTIMORE SUN

TIME.COM

CONNECTICUT BUSINESS
NEWS JOURNAL

The Globe and Mail

U.S. News &
World Report

CNN & CNBC

AGENCE FRANCE PRESS (AFP)

The Kansas City Star

The Philadelphia
Inquirer

ST. LOUIS

POST-DISPATCH

Ron Insana Show

Chronicle
of Higher Education

CLEVELAND
PLAIN DEALER

MBA Jobs

MARK BROSTOFF, associate dean and director of the Weston Career Center, points to positive signs for the MBA job market in an article carried by the *St. Louis Post-Dispatch*, *The Kansas City Star*, the *Columbus Dispatch* and *The Philadelphia Inquirer* in May.



How to Save the Social Sciences

HILLARY ANGER ELFENBEIN, professor of organizational behavior, testified before the U.S. House Subcommittee on Research and Science Education and made a compelling appeal for continued federal funding for social, behavioral and economic science research as reported in the *Chronicle of Higher Education*.

March Madness

Marketing professor **STEPHEN NOWLIS'** research on office betting pools was quoted extensively in media coverage of the NCAA basketball tournament. His research suggests that betting on such events may actually decrease enjoyment of the event. Media citations include *The Globe and Mail*, *U.S. News & World Report*, *Fortune*, *Bloomberg Businessweek*, CNN, CNBC, the *Cleveland Plain Dealer* and hundreds of websites.

Business Zips Ahead With Twitter

SHARON MCMILLEN CANNON, Management Communication Lab director, tells Agence France Presse (AFP) that businesses, large and small, can't afford to ignore the benefits of tweeting to their customers.

Just Published

CYNTHIA CRYDER

Assistant Professor
of Marketing

"The Critical Link Between Tangibility and Generosity," with G. Loewenstein, chapter in **The Science of Giving: Experimental Approaches to the Study of Charity**, D. M. Oppenheimer & C.Y. Olivola (eds.), Taylor and Francis.

LINGXIU DONG

Associate Professor
of Operations &
Manufacturing
Management

PANOS KOUVELIS

Emerson Distinguished Professor
of Operations &
Manufacturing
Management

Handbook of Integrated Risk Management in Global Supply Chains,

with O. Boyabatli and R. Li, to be published by John Wiley & Sons Inc.

ERIC GREITENS

Adjunct Professor of
Business Ethics

The Heart and the Fist: The Education of a Humanitarian, the Making of a Navy SEAL, Houghton Mifflin Harcourt.

MARKUS BAER

Assistant Professor
of Organizational
Behavior

"Creativity and the Work Context," with G. Oldham, chapter in **Handbook of Organizational Creativity**, M.D. Mumford (ed.), Elsevier.

KURT DIRKS

Bank of America
Professor of
Managerial
Leadership

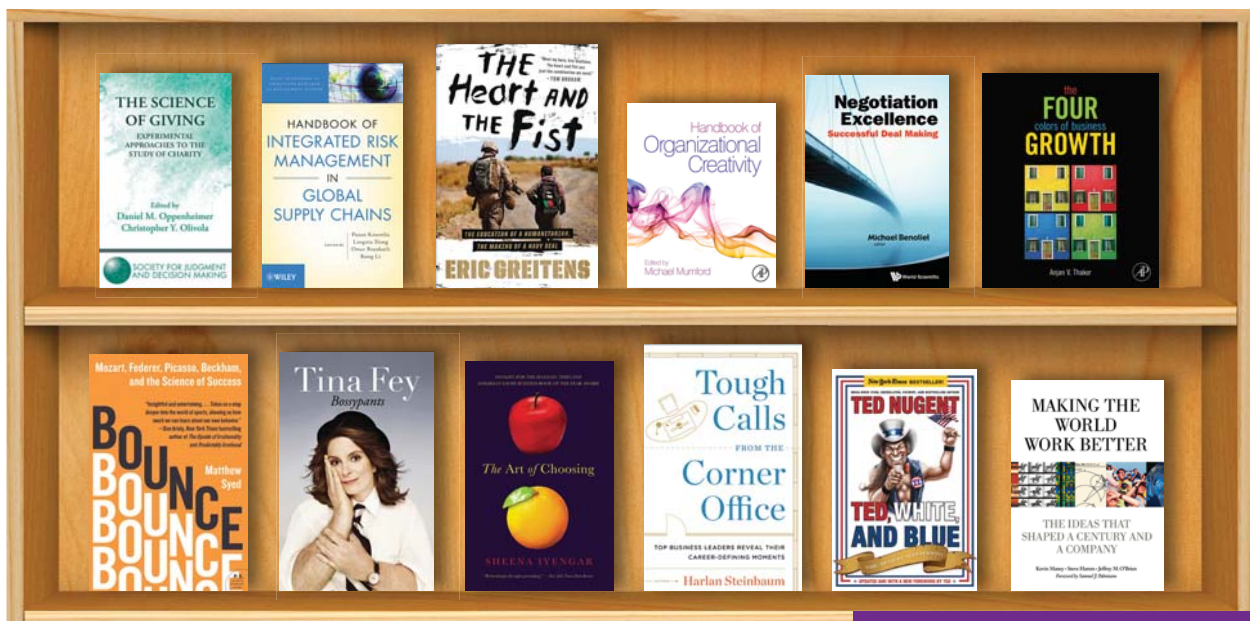
"Trust Building, Diagnosis, and Repair in the Context of Negotiation," with D. Ferrin and D. Kong, chapter in **Negotiation Excellence: Successful Deal Making**, M. Benoliel (ed.), World Scientific Publishing.

ANJAN THAKOR

John E. Simon
Professor of Finance

The Four Colors of Business Growth, Elsevier.

olin.wustl.edu/news/Pages/NewsItem.aspx?SID=483



Good Reads

STEPHEN NOWLIS

August A. Busch,
Jr. Distinguished
Professor of Marketing

Bounce: Mozart, Federer, Picasso, Beckham, and the Science of Success
Matthew Syed

RECOMMENDS:

The Perfect Scent: A Year Inside the Perfume Industry in Paris and New York
Chandler Burr

PREFERS:

Kindle, newspapers,
electronic journals

HILLARY ANGER

Professor of
Organizational
Behavior

Bossypants
Tina Fey

"It is entertaining but also has a lot of serious advice and reaffirmation for female professionals."

RECOMMENDS:

Bright-Sided: How the Relentless Promotion of Positive Thinking Has Undermined America
Barbara Ehrenreich

JOSEPH GOODMAN

Assistant Professor
of Marketing

The Art of Choosing
Sheena Iyengar

"Iyengar is a psychologist whose research has changed how we think of consumer decision making by questioning the notion that more choice is always better and that consumers will always want more choice."

PREFERS:

Kindle and iPad
(and printed,
if needed)

MAHENDRA GUPTA

Dean and Geraldine
J. & Robert L.
Virgil Professor
of Accounting &
Management

RECOMMENDS:

Tough Calls From the Corner Office: Top Business Leaders Reveal Their Career-Defining Moments
Harlan Steinbaum

"Steinbaum provides a unique opportunity to witness — and learn from — decision making in action at the highest levels of business in times of crisis."

We asked Olin professors what they read for pleasure this summer, how they prefer to read (print or e-books) and what books they recommend. Have you read any good books lately? Post your picks on Olin's facebook!

TODD MILBOURN

Hubert C. & Dorothy
R. Moog Professor of
Finance

Ted, White, and Blue
Ted Nugent

PREFERS:

Printed book and iPad

JEFF CANNON

Associate Dean and
Director of the Under-
graduate Program

Making the World Work Better: The Ideas That Shaped a Century and a Company

Kevin Maney,
Steve Hamm and
Jeffrey O'Brien

Olin Cup

Medical devices dominated the Olin Cup business plan competition this year. The top prize — \$50,000 in seed money — went to Matthew MacEwan and his company NanoMed. The biotech venture is developing a synthetic surgical mesh capable of repairing and replacing protective membrane surrounding the brain and spinal cord. MacEwan is currently a student in dual doctorate programs in medicine and biomedical engineering at Washington University.



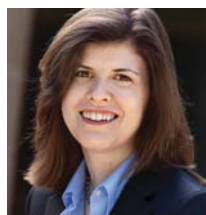
Olin EMBA student Stanislav Samarin's PulmoCAD team was awarded \$20,000 for computer-assisted diagnostic software to

analyze conventional chest CT scans and help radiologists diagnose lung cancer earlier. The technology was invented and developed by Dr. Ayman El-Baz at the University of Louisville and is currently in the clinical trial phase at Barnes-Jewish Hospital.

ABOVE Detected lung nodules in 3-D CT scan using PulmoCAD software.

Scott Named Kauffman Fellow

PHOTO BY RON KLEIN PHOTOGRAPHY



Erin L. Scott, a graduate student in Olin's PhD program, is one of 15 promising young scholars selected to receive a \$20,000 fellowship from

the Ewing Marion Kauffman Foundation in recognition of groundbreaking research in the field of entrepreneurship.

"Kauffman funds emerging scholars to support our goal of promoting entrepreneurship as an important field of academic study," said Carl Schramm, president and CEO of the Kauffman Foundation. "It is our hope that these bright young scholars go on to teach and research entrepreneurship throughout their careers."

Scott was recognized for research related to her dissertation: "The Impact of Regulation on Entrepreneurship & Innovation: The Case of Bail Bonds."



Eleven Magazine co-founders Josh Petersel, former CEO and marketing director, and Jonathan Fritz, former CEO and editor-in-chief.

PHOTO BY KAREN ELSHOUT

Bootstrappers Succeed and Sell Magazine

"We got laughed at when we first presented our idea for a magazine about the music scene in St. Louis," recalls Jonathan Fritz, AB '09, co-founder of Eleven Magazine.

His partner in publication, Josh Petersel, BSBA '09, says the investors and mentors at their Hatchery class asked, "Are you guys nuts?"

In 2006, when they were sophomores, the two friends defied the digital revolution to launch a magazine about the music they

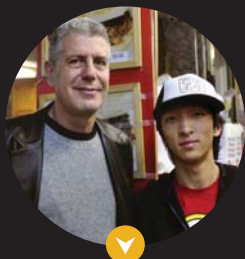
liked to listen to and write about. By senior year, Petersel — a self-described "Olin junkie" — who majored in marketing, finance and entrepreneurship, persuaded Fritz, a chemistry major, to take the Hatchery class to develop a business plan to turn their college magazine into a profitable business.

Eleven Magazine's first off-campus office was the St. Louis Bread Co. in the Loop, where free Wi-Fi and lots of coffee fueled the determined duo as they sold ads, wrote stories and transformed their publication into a citywide chronicle of national and local pop/alt/indie music. Their Olin mentor, Clifford Holekamp, MBA '01, senior lecturer in entrepreneurship, helped broker the sale of the magazine in July. Petersel is currently in Harvard's MBA program, and Fritz is pursuing his MBA at Stanford.

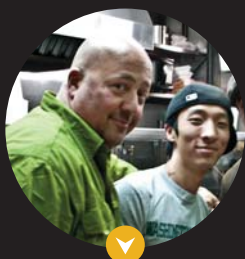
For more on Eleven Magazine, visit elevenmusicmag.com



Xi'an Famous Foods



Celebrity Chef Anthony Bourdain is a regular customer.



TV food personality Andrew Zimmern loves the bizarre lamb face salad.



Wang's Spicy & Tingly Lamb Face Salad stars on Food Network's "The Best Thing I Ever Ate."



Recipe for Success: Xi'an Famous Foods

With rave reviews from celebrity chefs and flattering coverage in *The Wall Street Journal* and *The New York Times*, Xi'an Famous Foods is on the lips of every New York foodie.

Jason Wang, BSBA '09, is seducing customers with hand-pulled noodles, stewed pork burgers and spicy lamb infused with cumin — all specialties from his father's native city, Xi'an, in western China.

The 23-year-old entrepreneur thought he'd follow a corporate career path after graduating from Olin Business School but saw the potential in his father's tiny storefront noodle shop in Queens, which had grown in popularity while he was away at college.

In less than two years, Wang has opened three new locations in Manhattan and one in Brooklyn. Plans are in the works for two more restaurants and a warehouse-sized kitchen facility to prep food and produce a line of frozen products for retail sales.

Wang says he's applying what he learned about marketing and managing at Olin on a daily basis to his burgeoning restaurant empire. His Hatchery class taught him a lot about planning a startup even though his project for a dorm room cleaning service didn't pan out.

"My course on organizational behavior helps a lot when I'm dealing with employees. I used to think it was only for the HR department in big corporations. But now I think it was one of the most important classes I took at Olin. I refer back to my notes often." JASON WANG

During an interview at his East Village location on St. Mark's Place, Wang hauls a huge black garbage bag from the front door of the restaurant out to the curb. He smiles and says: "Being a manager in this business means you do everything. It's a lot of work. It's not glamorous, but it is rewarding."



Watch videos of Jason Wang with famous chefs at xianfoods.com/

OLIN THE NETWORK




Email, Facebook and LinkedIn are the communication tools of choice for Olin grads, according to a recent survey of Washington University in St. Louis alumni. The survey also found that Olin alumni tend to stay connected with each other more than other WUSTL alumni do. *Coincidence or business school mantra?*

At Olin, networking – making personal connections with classmates, professors and alumni – is talked about and practiced in the classroom, the career center, campus cafes and job fairs. Students form strong bonds while working in teams, assisting faculty with research and benefitting from alumni mentors. It's the way the Olin network has been connecting people for 95 years.

"There are so many terrific electronic tools to help us stay connected," Clifford Holekamp, MBA '01, senior lecturer in entrepreneurship, says.

"But in my opinion, the best way to build meaningful relationships is still face to face."

We've plucked a few examples of the many relationships made through the Olin network to share here. From interning at a global corporation to creating a school from scratch and reinventing the job search in the midst of a recession, this is the Olin network at work.

   Share your stories about the Olin network on Facebook, LinkedIn and Twitter.

*Connecting
businesspeople
for 95 years*

cit

1

2

3

Banking on Connections

Citi employs more than 100 Olin alumni around the world; more than two dozen are with the U.S. residential mortgage unit, CitiMortgage, in suburban St. Louis. **1 Catherine French, PMBA '93**, CitiMortgage franchise management senior director and St. Louis site president, is at the center of the Olin-Citi network.

"Citi has had a very active collaboration with Olin," French says. "Citi has hired summer interns in 2010 and 2011, hosted students on site to provide them with an overview of Citi's businesses; CitiMortgage's CEO, Sanjiv Das, is a board member on Olin's Center for Finance and Accounting Research; I have served on the Olin Alumni Board, participated in Lunch with a Pro and Turning the Tables, mentored an MBA student, and have been a general management course guest speaker." And that's not all.

2 Owen Bochner, MBA '10, is moving to New York City this fall with a new job as a vice president at Citibank headquarters. "Catherine French worked tirelessly with Olin's Office of Corporate Relations and the Weston Career Center to develop the internship program from which I was hired," Bochner says. "My first manager during my internship was **Denis D'Souza, MBA '05**, who went out of his way to make sure I gained exposure to as many people in the business as possible."

3 Kevin Chen, BSBA '12, interned this summer with Citibank's marketing department. "I assisted with rebranding the existing marketing materials.

I also wrote and edited copy for the company's campaigns, advertisements and promotions."

4 Wei Cai, MSF '11, worked on three projects during her summer internship with CitiMortgage. "I worked on web strategy, database analysis and evaluation of vendor data sets. One of my project managers was **Jason Hoberman, BSBA '01/MBA '06**."

5 Faitha Flowers, MBA '04, came to Olin to make a transition from consulting to the mortgage industry. Flowers reached out to the Olin network at CitiMortgage, where she was hired as the first Citi home equity management associate. "The warm and welcoming spirit of Olin's students brought me to St. Louis," she says. "The active network has contributed to my staying." Today, Flowers is a vice president for strategic initiatives at Citi and serves as a resource for Olin students and recent grads through the online alumni directory.

In response to the mortgage crisis, CitiMortgage and Olin partnered last year on two research projects (conducted by faculty and PhD students) to analyze data on the mortgage process and consumer behavior.

"This research has the potential to impact the mortgage industry in a variety of ways," explains **6 Anjan Thakor**, director of Olin's Institute for Innovation and Growth and John E. Simon Professor of Finance. "The ultimate goal of this research is innovation in mortgage contracting. The results could make mortgage portfolios more profitable and less prone to default."

Citi and Olin researchers are beginning the second phase of this study, and another project analyzing supply chain practices in the mortgage industry is under way. CitiMortgage and Olin are also planning a mortgage industry conference to be held in New York City in 2012.



Jerome Young, MBA '04,

was laid off from a Fortune 500 company – with 12,000 fellow employees – at the start of the recent recession. Determined to beat the odds of finding work in the midst of a financial meltdown, he developed a new strategy for job searching that netted him 10 job interviews and multiple job offers in less than 30 days. The result: Attract Jobs NOW, a job search consulting firm that Young created to share his successful strategy with others.

"The Olin network has been very helpful to me in starting my consulting firm, and Olin alumni were some of my first clients," Young says. "Recently I worked with my classmate Zina Shannon, MEM/MBA '04. After a résumé makeover, interview preparation and salary negotiation advice, she had a job offer within a month and is now happily employed as a manager at a Fortune 500 company where she manages a team of 12 engineers."

In addition to running his company, Young is a contributor to *Forbes.com* on career topics. He turns to friends in the Olin network for feedback on expanding his new venture. "I can always count on them [Olin alumni] for practical advice about my marketing strategy and the overall direction of the business."

Young advises clients to leverage various social networks when job searching, he counsels, "Know your social network. Keep up with where people currently work and their job titles. Look for opportunities to be helpful to those in your network, and you'll find that when you need help, in many cases you won't even have to ask."



attractjobsnow.com/home

All for one and
one for all

Clifford Holekamp, MBA '01, knows the Olin network from every angle: student, alumnus, entrepreneur, professor. After earning his MBA, he launched a successful chain of podiatry clinics, sold them and returned to Olin to teach, inspire and mentor other entrepreneurs. He is a senior lecturer in entrepreneurship.

One of his students, **Carolina Diaz-Silva, MA '06/MBA '09,** successfully launched a Spanish-immersion preschool in St. Louis after developing her business plan in Holekamp's Hatchery class for entrepreneurial ventures.

"I started working on opening the school right after I finished the business plan in the Hatchery class," Diaz-Silva recalls. "Cliff connected me with a number of people. And most importantly, he provided support and encouragement when obstacles appeared along the way."

Holekamp credits Barton Hamilton, Robert Brookings Smith Distinguished Professor of Entrepreneurship; Ken Harrington, managing director of the Skandalaris Center for Entrepreneurial Studies and senior lecturer in entrepreneurship; and alumni mentor Tom Hillman, AB '78, with having an impact on his business endeavors when he was a student at Olin. And he clearly believes in carrying on that tradition.

"Networking is a vital part of entrepreneurship because you can't do anything of consequence all alone," Holekamp explains.

"I teach about networking in my courses and believe networking skills can be taught. It is also covered in business communications courses and through experiential learning activities on campus, such as business plan competitions."

The Olin network is constantly evolving for Holekamp, who will reverse roles with his former student this fall when his 2-year-old daughter, Millie, enters Diaz-Silva's International Schoolhouse.

"It's really a wonderful bit of providence to see my daughter as the student of my former student," says Holekamp. "My students have turned out to be unexpected assets to me. They have introduced me to new people and to new ideas, and now a former student will be providing my daughter with an educational experience that she otherwise never would have had."

The Olin network has been weaving a dynamic web of interconnected alumni, students, faculty and businesses for nearly a century and proving the power of the ties that link one generation of leaders, entrepreneurs and researchers to the next.



internationalschoolhouse.com

Teach your
children well





The Lure OF THE WINE BUSINESS

BY GAIL B. APPLESON | IMAGES BY KAREN ELSHOUT

Olin alumni are pursuing their passions for wine and business from vineyards in Argentina and Napa Valley to wine bars in Brooklyn and St. Louis.

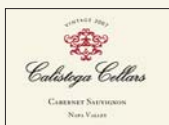


Americans consumed 330 million cases of wine in 2010, surpassing France as the largest wine-consuming nation according to the Wine Institute. Estimated retail value of all that vino: \$30 billion. Jeff Stettner, left, and Tomás Achával, right, compare vintages in Stettner's St. Louis wine shop.



F. GILBERT BICKEL III, BSBA '66

Love at First Sip



"There's a mystique about the wine business," says F. Gilbert Bickel III, managing partner of the California winery Calistoga Cellars in Napa Valley.

"Every wine has a personality. It's certainly a different kind of business ... but it's a cold, hard business. You can't just sit back and ride. You have to be actively involved."

Bickel, who lives in St. Louis, is senior vice president and wealth manager for Morgan Stanley Smith Barney. He is also chairman of St. Louis Arch Angels, a network of business leaders who invest in early-stage companies. He began his foray into the wine business simply as a connoisseur.

A friend gave Bickel and his wife several bottles of Calistoga Cellars wine for Christmas. They liked it so much that Bickel wanted to invest. He became a limited partner in the winery in 2005. This included both its land and an attractive house on the pastoral property called Blossom Creek Cottage. It was featured in the 1995 movie "Nine Months," starring Hugh Grant and Julianne Moore.

"It was more than buying into the wine business. It was buying into an experience," Bickel says. But he soon discovered that Calistoga had operational problems.

"They really knew how to make wine, but they weren't great business people," he says.

He eventually took over as the managing partner and became actively involved in Calistoga's business decisions.

"The Olin experience is what gave me the framework to run a business. And it's more than learning the nuts and bolts," says Bickel. "It's learning about the personality of the business."

ABOVE Gil Bickel's Calistoga Cellars winery produces Cabernet Sauvignon, Zinfandel, Chardonnay and Sauvignon Blanc wines and a Cabernet Sauvignon port.

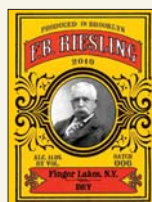


The Vino Gallery owners, Rachael Buehrer and Alex Head were named finalists in Bloomberg Businessweek's 2010 America's Best Young Entrepreneurs list. Most evenings, you can find them at their shop in the Central West End, offering tastings of a new arrival and discussing wine or the artist in the current gallery exhibit. Buehrer says one of the wonderful things about the wine business is that "rarely is anyone unhappy when they're shopping for wine."



ALEX HEAD, BSBA '09

A Bean Counter in the Vineyard



Building relationships in the community has been key for Alex Head, who opened The Vino Gallery with his fiancée, Rachael Buehrer, in March 2010.

Before securing city approval for their combination wine shop/art gallery idea, the two – both aged 24 – went door-to-door in the Central West End neighborhood of St. Louis, explaining their concept to residents. Head and Buehrer won overwhelming support in the neighborhood for their unique, first-time venture.

Head, whose Olin degree is in finance and accounting, has an entrepreneurial spirit that dates back to high school when he hired friends to mow lawns while he managed the operation.

Eager to own their own business, Head and Buehrer, who was managing another wine shop in 2009, started brainstorming for a new venture. With \$120,000 from savings, friends and family, they came up with the idea for the wine shop/gallery combination and then found and renovated storefront space in the Central West End.

Wine sales, commissions on gallery sales, and revenue from hosting events and wine classes fuel The Vino Gallery's business model. Free movie showings and wine tastings have helped attract neighbors and customers, and a recent Groupon promotion booked six months of classes in advance.

In addition, Head maintains a "day job" as an accountant at a construction firm. He handles the financial side of The Vino Gallery, while Buehrer oversees the wine buying and daily operations.

Head says he loves the feeling of starting a new business and not knowing exactly where it will lead. He is quick to add that his Olin education provided him with the necessary tools and confidence to run the business. "It [Olin degree] has given me the ability to sleep at night knowing it should work."

A Nomad Discovers Wine



Tomás Achával, owner of Argentina-based Tomás Achával Wines & Vineyards, grew up in Buenos Aires and studied industrial engineering. Like Gil Bickel, Achával did not foresee the wine business on his career path.

In fact, Achával never seriously tasted wine until his mid 30s. His friends didn't drink, and he didn't really like any kind of alcohol. It made him dizzy and upset his stomach.

In 1994, he was working for Monsanto in Argentina, developing its Latin American NutraSweet business, when he was offered a position running Bodegas Chandon, the Argentine wine operation started by the great French Champagne house Moët & Chandon. Chandon is owned by the LVMH Group (Moët Hennessy – Louis Vuitton).

"I was a 34-year-old with an MBA from Olin and no experience in wine," he says. But his approach to life as a "nomad" – a label he applies to his career and one of his products – and his MBA experience helped him meet the challenge.

"Life presents you with situations and experiences that you did not plan or even dream," Achával says. "It is important to try to open your senses and learn as much as possible from them. You never know when you will use these experiences in the future, but for sure you will need them."

Achával admits it took him four to five years to learn how to discern a good wine and trust his feelings about quality. "Developing a taste for wine is like developing your taste for art," he says. "When you're young you like sweet, simple things – candy and chewing gum. But as you get older you are looking for other things; you look for more complex things."

In 2004, Achával started his own wine business in Argentina, producing two labels, Nómade and 7 Lunas, from vineyards in the Los Andes region of western Argentina – from the Calchaquí Valley in the north to Patagonia in the south.

"I always wanted to work for myself," says Achával, now 52. "And now I'm finally doing it."



Calistoga Cellars calistogacellars.com
The Vino Gallery thevinogallery.com
33 Wine Shop 33wine.com
Achával Vineyards nomadewines.com/nomadewines.html

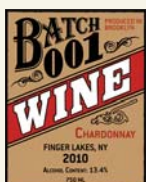
GAIL APPLESON is an editor and writer at *Armstrong Teasdale LLP*, the wine columnist for the *St. Louis Post-Dispatch*, and a freelance writer.

TOP LEFT Tomás Achával, left, and Jeff Stettner toast at Stettner's 33 Wine Shop & Tasting Bar. Achával was in St. Louis in March to speak at an Olin conference and host a wine dinner for Executive MBA alumni. Stettner's 33 won the title of "Best Wine Bar" from the *Riverfront Times* in 2010.



JEFF STETTNER, MBA '06

Tending a Wine Business in Lafayette Square



Jeff Stettner grew up in northern California, where he worked in the restaurant and wine sales business. After graduate school, he settled in St. Louis and pursued a career in advertising but longed to run his own business.

In 2009, Stettner bought 33 Wine Shop & Tasting Bar, an established favorite of oenophiles and locals alike in the Lafayette Square neighborhood of St. Louis.

"I've tried my hand at different things, but I always find myself back in this industry," Stettner says. "This (owning 33) is a combination of everything I like to do."

Although his enthusiasm for and understanding of wine gives Stettner his love of the business, his Olin education gave him the foundation for maintaining the successful operation of 33, he says.

"My Olin education helped me determine the value of the business, the day-to-day management and a lot of strategic thinking," says Stettner, who has two employees and tends bar every day himself in addition to running the financial side of the business.

"I feel very much a part of the community here," he says. "This is the 11th year of 33. It's successful because of the relationships with people. Those relationships make it easy to come to work each day."



No stranger to start-ups, Brian Leventhal founded Wydown Water - a water cooler bottle delivery service on Washington University's campus - his junior year. He did a stint at McKinsey & Company after graduation and then worked for a tech start-up. On the verge of going to Haas School of Business for his MBA, Leventhal and a friend decided to risk everything and start Brooklyn Winery. They opened in October 2010 and uncorked their first vintage in the summer of 2011.

Urban Wineries



There are only two businesses in New York City with a license to make wine, and Olin Business School alumni own both. Brooklyn Winery in Williamsburg and City

Winery in Manhattan offer oenophiles a do-it-yourself (DIY) experience under the guidance of professional vintners who lead customers through the process, from crushing grapes to bottling their very own vintage.

Brian Leventhal, BSBA '05, co-owner of Brooklyn Winery, got the idea to bring the total winemaking experience to urban dwellers after a DIY experience at a mom-and-pop operation in New Jersey. "The wine I made in New Jersey was just OK, and the facility required a long commute to get there. I knew that if done right, this concept would appeal to people in New York who never had an opportunity to make their own wine or visit a winery," says Leventhal. The growing popularity of the locavore food movement and American wines also inspired Leventhal's entrepreneurial plans.

"The only thing we don't do," Leventhal says of his successful new venture, "is grow grapes." Brooklyn Winery "imports" from the wine regions of California, Long Island and the Finger Lakes region of New York.

Michael Dorff, LA/MBA '84, opened City Winery in Lower Manhattan in 2008. In addition to turning 75 tons of grapes into 5,000 cases of wine each year, the live-music venue recently added a restaurant that serves wine on tap directly from French oak barrels in the cellar. A second City Winery is scheduled to open next spring in Chicago's West Loop.



DIY - from stomping grapes to designing your own wine label - is all part of the winemaking experience at Brooklyn Winery. A wine bar (pictured), patio and private event spaces are also available for those who prefer drinking wine to making it.

Suburban Wineries



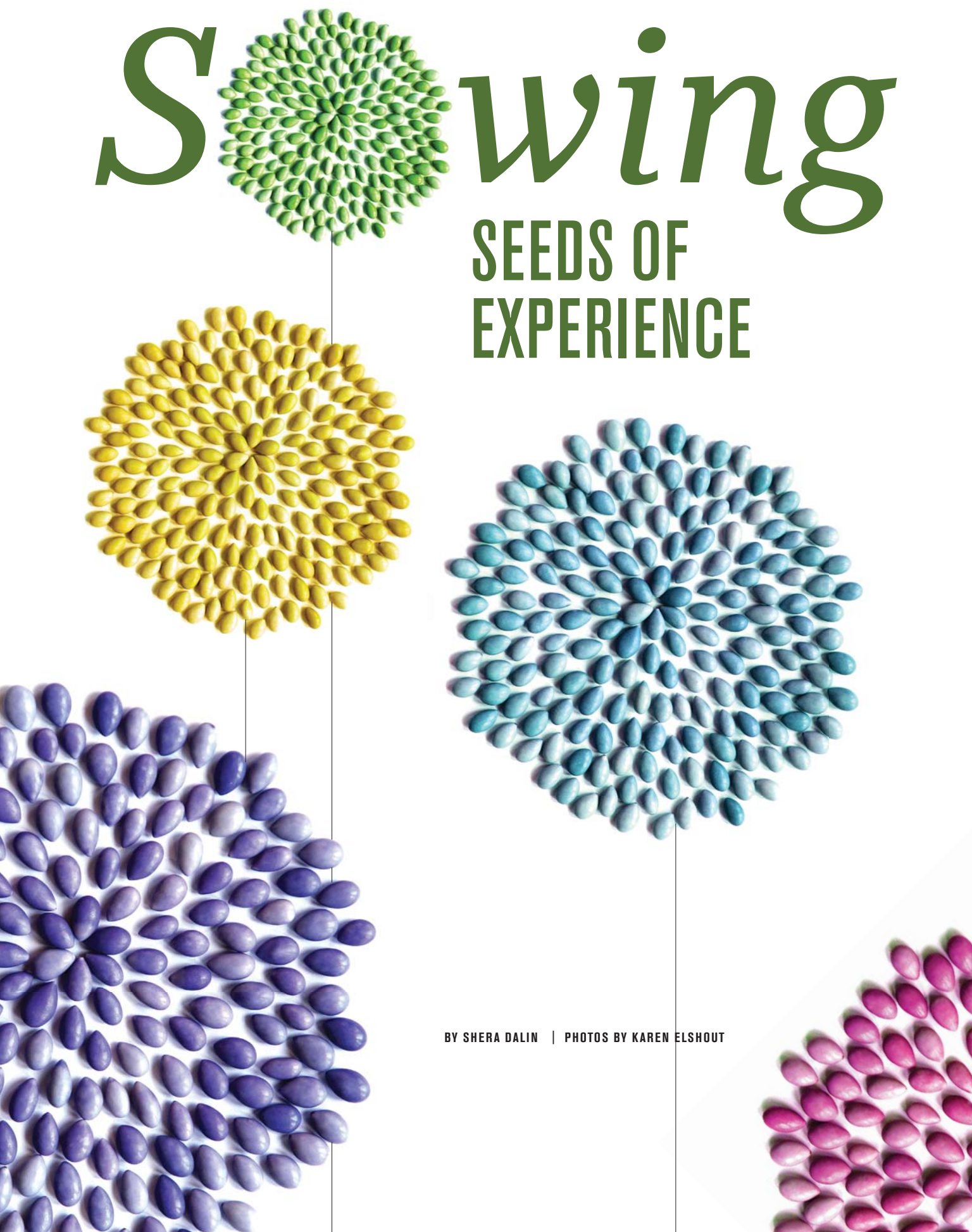
Chandler Hill Vineyards is about 30 miles west of the Washington University campus, in Defiance, Mo. It's one of the newest wineries in the state; it opened in 2008 after a

\$6 million-plus construction project to build a 10,000-square-foot facility that houses a restaurant, tasting room and meeting spaces. Brad Werner, MBA '97, is a principal investor in the venture and led the team responsible for the architectural and interior design of the winery. Brad Hohenberg, PMBA '05, is also an investor.



Sowing

SEEDS OF EXPERIENCE



BY SHERA DALIN | PHOTOS BY KAREN ELSHOUT

“There is no better way of mastering business management skills than actually working on a real-world business problem with a client while also learning the relevant management theories in classes. Practicum projects provide the perfect vehicle for this purpose.”

SEETHU SEETHARAMAN, *W. Patrick McGinnis Professor of Marketing*

Nervous energy trilled through the team members as they prepared to present months of research, focus group interviews and a bit of intuitive guesswork to the executives seated before them.

This group of six students had sifted through hours of interviews conducted with consumers and prepared a 178-page report to answer one crucial question: How can this product be successfully marketed?

As MBA students in the Center for Experiential Learning (CEL) Practicum program at Olin, the team labored throughout the spring semester to discover how Kansas City-based Sunflower Food Co. could make its chocolate-covered sunflower seeds more appealing to potential customers.

The team spelled out its findings in a PowerPoint presentation. First the good news: People love the salty-sweet seeds.

CEL PRACTICUM CONSULTING PROJECT FOR: Sunflower Food Co.

OBJECTIVE:
Brand and marketing
analysis

PRODUCT:
Sunny Seed Drops

CONSULTING TEAM:
Six MBA students

RESEARCH:
Market study and
consumer
focus groups



Followed by some negative focus group feedback: Consumers had difficulty opening and closing the package; some found the neon colors unappealing; and many who were confused about the product asked, “Is it candy or a health food?”

“Our main recommendation to you is to develop a cohesive brand. Pick a camp and go all in,” advised Lisa Sobilo, MBA '12, of Munster, Ind.

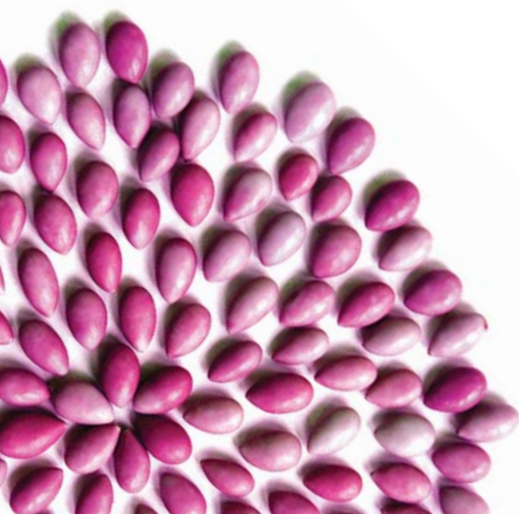
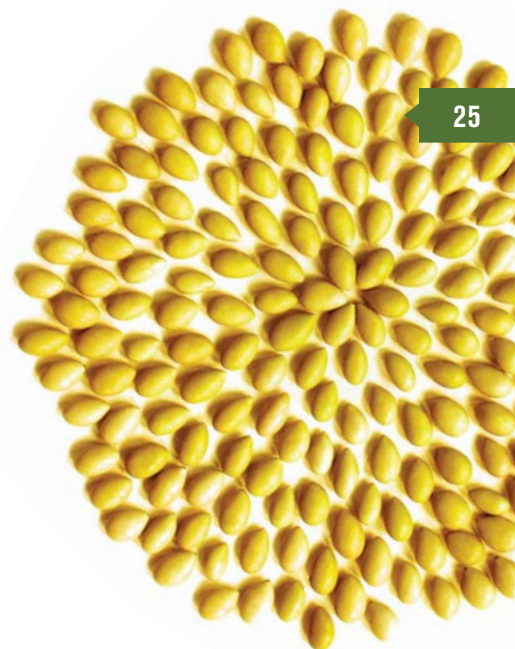
Fellow team member Wenliang Zhou, MBA '12, of Shandong Province, China, had the unpleasant task of informing the executives, and their venture capital adviser, Mark Huneke of Advantage Capital Partners*, that focus groups disliked the product's name, Sunny Seed Drops.

“Some people thought ‘drops’ was like animal droppings,” he said.

The executives received the information well.

“You can tell us bad news. We can't change anything if all we hear is good news,” said Joe Sivewright, a Sunflower Food Co. advisory board member and president of Nestlé Purina PetCare for Latin America and the Caribbean.

*Steve Stull, BSBA '81/MBA '85, co-founded Advantage Capital Partners.



After the presentation, the international team of students was congratulated on a project well-executed, treated to lunch and awarded three credit hours.

"Overall it was a great experience. We really learned a lot about the product," Sunflower Food Co. President Jarrett Dunn said. "We will look at trying to brand it. We'll try to make a bold statement and drop the 'drops.' And I got an awesome intern out of it."

Dunn was so impressed by the students' project that he hired Sobilo as a summer marketing intern. She worked on social media and branding strategies for Sunny Seed Drops, implementing many of the recommendations made in her team's research report.

Each year, teams of four to six students are divided among a dozen or more research projects commissioned by commercial organizations and nonprofits (the latter through the Taylor Community Consulting Program).

The range of projects is quite diverse each year. In addition to the Sunflower Food Co. research last semester, Olin undergrads and MBA students researched how consumers want to remotely manage heating and cooling their homes, St. Louis Community Credit Union's loan impact in the region, branding of the National Churchill Museum at Westminster College; cost structures for the Terminal Railroad Association of St. Louis, risk management processes for Boeing, retail sales strategies for St. Louis Rams paraphernalia, and more.

Since the Practicum program's founding in the mid-1990s, more than 1,100 students have worked on more than 265 projects for some 147 organizations. Not only do the students get experience, but the organizations benefit as well.

"A lot of the organizations view the process as a way to identify talent. It also gives the students a unique work experience to talk about in job interviews," says CEL Director Mark Soczek, a senior lecturer in accounting.

Practicums also help students refine their career interests or "dabble in an area where they might have an interest," he says. Plus there is anecdotal evidence that Olin MBAs with Practicum experience obtain jobs at higher salaries.

Participating commercial organizations pay \$16,000 plus any expenses for research. The fee covers the advisers' time and administration of the program and helps ensure that companies stay invested in the research and solutions the students generate. "It's a good investment, and the companies return year after year," Soczek says.

"They want to support a good cause, but there are high expectations," he adds. "This is not a gift. This is hiring a consulting firm."



Learn more about the CEL program:
olin.wustl.edu/cel/Pages/Apply.aspx



ABOVE Is it candy or a healthy snack? More than 70 consumers in focus groups made up of Washington University students, Olin alumni and the general population couldn't agree in a blind taste test of Sunny Seed Drops. **RIGHT** Alumni focus group members discuss the product while student team consultants take notes with their adviser Van Brokaw, a former director of strategic planning and development for grocery products at Ralston Purina.

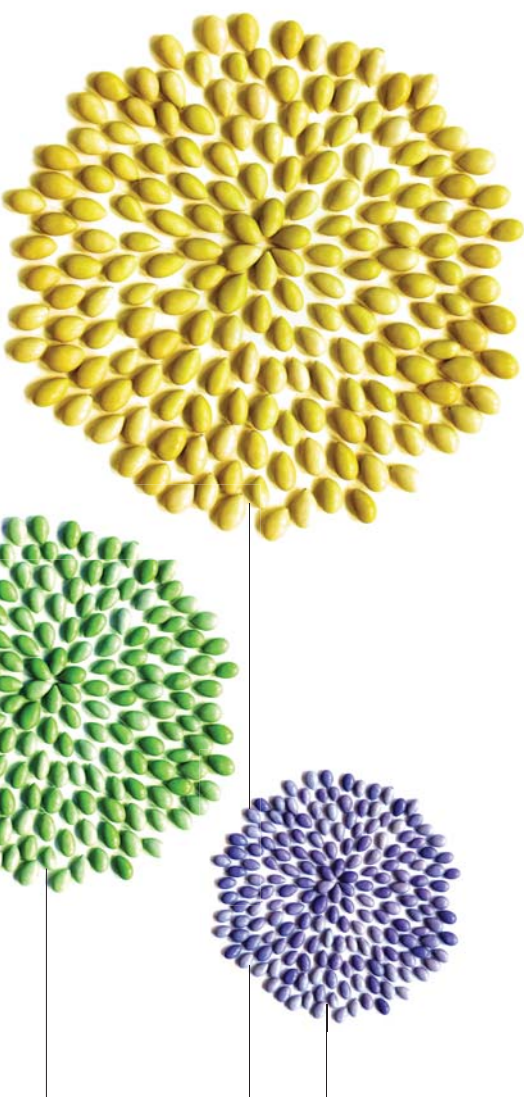
SHERA DALIN is a freelance journalist, ghostwriter and author. She writes about business, entrepreneurship, Hispanics and general interest topics. Her first book, *The Art of Barter: How to Trade for Almost Anything*, was published in 2010.

TASTE TEST:

Free samples of
Sunny Seed Drops for the first
30 people who post

**"Olin Business School
loves Sunny Seeds"**

at facebook.com/SunnySeeds



"As a connoisseur of M&M's, these colors really threw me off."

"I think it's candy."

"The name doesn't tell me what it is."

PRACTICUM STUDENTS

Melody Chang
HACIENDA HEIGHTS, CALIF.

Qian Lu
SHANGRAO JIANGXI, CHINA

Wenliang Zhou
ZIBO SHANDONG, CHINA

Qing Dai
CHINA

Kirtana Srinivasan
CHENNAI TAMIL NADU, INDIA

Lisa Sobilo
MUNSTER, IND.

Over 200 business leaders, innovators and entrepreneurs shared their wisdom and experiences with the Olin community this year, and everyone profited. From class lectures to conferences, enjoy this sampling of the thought leaders seen and heard on campus this year.



Carlos Brito

Anheuser-Busch InBev CEO Carlos Brito told an audience of more than 700 at Olin's Century Club series about his company's best-kept secret, what he calls "Dream People Culture." "To be the best beer company in a better world," Brito said, AB InBev "must hire and develop great people because they are our most valuable assets." The company can never be completely satisfied with its results, he said, adding that zero complacency guarantees a lasting, competitive advantage.



Billie Jean King

Billie Jean King, the trail-blazing tennis star who changed the world of professional sports in the 20th century, shared stories and advice with the Sports Management class, co-taught by finance professor Todd Milbourn and Seth Abraham, former CEO of Time Warner Sports and Madison Square Garden. King is currently a board member of the Women's Sports Foundation. Ilana Kloss, former professional tennis player and current CEO/commissioner of World Team Tennis, also spoke. The course gives students a practical look at the world of sports management and administration.

Other guest speakers this year included:

WARREN FRISS, former vice president at the Topps Co.

RICHARD ROSE, former president of Caesars World Sports

Burt Tansky

Burt Tansky, former CEO and current chair of The Neiman Marcus Group, helped launch a new undergrad course in the spring semester: "Luxury Apparel Marketing." Tansky not only lectured and advised on course curriculum but also provided invaluable introductions to fashion houses from Milan to Paris and London for the capstone class field trip to Europe, including a tour of Coco Chanel's private apartments. Adjunct professor in marketing Martin Sneider designed and taught the course.



Alan Webber

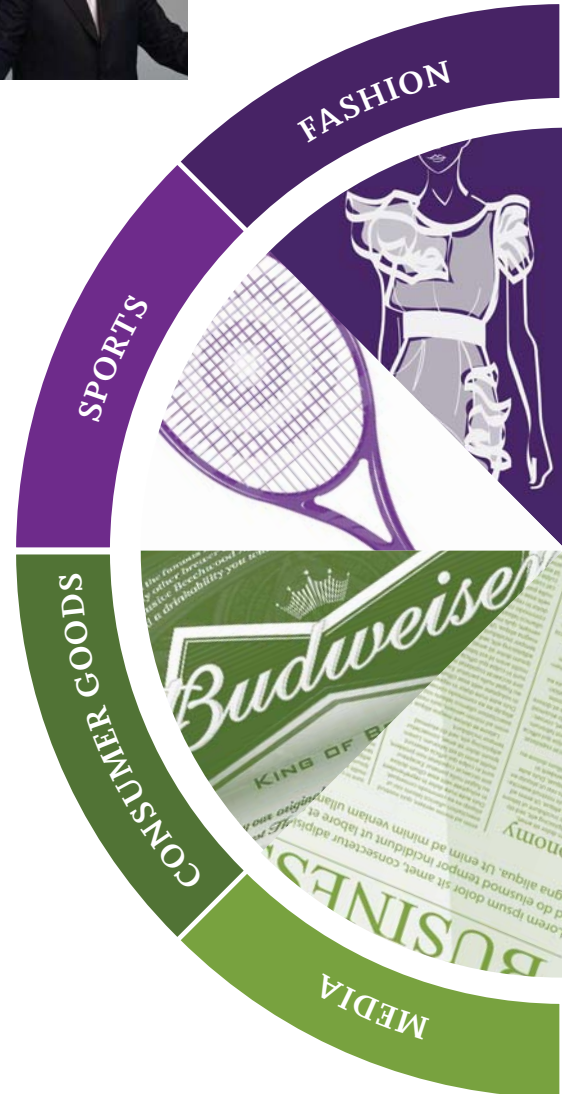


Alan Webber, co-founder of *Fast Company*, the pioneering magazine written for and about progressive business leaders, spent a day on campus in April, visiting classes at Olin and the Sam Fox School

of Design and Visual Arts. In addition to a luncheon talk hosted by Olin Dean Mahendra Gupta, Webber delivered the annual Eugene J. Mackey Jr. Lecture at the Fox School. Webber is a thought leader at the intersection of design and business.

Watch a lively video conversation between Webber; Stuart Bunderson, Olin's George & Carol Bauer Professor of Organizational Ethics & Governance; and Bruce Lindsey, dean of the College of Architecture/Graduate School of Architecture & Urban Design at Washington University.

[youtube.com/watch?v=2UqrwYwrVG0](https://www.youtube.com/watch?v=2UqrwYwrVG0)





Sanjiv Das

Sanjiv Das, president and CEO of CitiMortgage, participated in Olin's seventh annual Corporate Finance Conference, sponsored by the Center for Finance and Accounting Research (CFAR). In a session focusing on the Dodd-Frank Wall Street Reform and Consumer Protection Act, Das provided a view from the financial industry on the new reforms. Das welcomed the Dodd-Frank Act and its macro approach to financial regulation to bring structure and transparency to the system. He acknowledged that while reforms and expanded regulation "might be painful in the short term, in the long term it will create confidence in the U.S. system."



Julie Stackhouse



Julie Stackhouse, senior vice president at the Federal Reserve Bank of St. Louis, represented the bank in a lively exchange with students and faculty on "The Future of The Fed" during an Olin Business Issues Forum in April. Anjan Thakor, the John E. Simon Professor of Finance, and Stephen Williamson, the Robert S. Brookings Distinguished Professor in Arts & Sciences, also took part. Assistant professor of finance Radhakrishnan Gopalan served as moderator. Stackhouse also spoke at Olin's seventh annual Corporate Finance Conference.



Sam Palmisano

"Creating Exceptional Value: Performance Without Compromise," better known as the Chuck Knight course, was once again taught by Knight, chairman emeritus of Emerson, and finance professor Anjan Thakor.



CEOs and top executives from major corporations served as guest lecturers in this popular course. IBM's chairman, president and CEO Sam Palmisano was one of this year's headliners; he discussed the lessons of leadership that IBM has learned over the course of a century in business.

Other Knight course guest lecturers included:

JOHN BROWNE
former CEO, BP Amoco

KATHY BUTTON BELL
CMO, Emerson

DAVID FARR
Chairman, CEO & President, Emerson

JOHN GRAHAM
Chairman, Fleishman-Hillard

ERIC GREITENS
CEO, The Mission Continues

LESTER B. KNIGHT,
Chairman, AON

ED WHITACRE
Chairman and former CEO, General Motors



Andrew Karpen

Andrew Karpen, BSBA '88, president of Focus Features and Focus Features International, was a guest speaker in economics professor Glenn MacDonald's popular course "The Economics of Entertainment."



It covers the institutions, data, economics and management challenges of the entertainment industry, with emphasis on the music and movie industries. Industry leaders are invited to visit the undergraduate course to share their insights and experiences in the entertainment industry.

Other recent guest lecturers included:

JON FELTHEIMER
Co-chairman and CEO of Lionsgate

BARRY WEISS
Chairman and CEO of BMG Label Group.

1950s

Susan (McIntire) Mueller, BSBA '57, Tehachapi, CA, was re-elected to a second term on the Stallion Springs Community Services District board of directors.
susie5739@sbcbglobal.net

William Robinson, BSBA '59, Naples, FL, was elected chairman of the board for Care Learning Academy, a new multicultural child care learning center that serves low-income families in southwest Florida.
warmco@aol.com

1960s

Ronald McCord, MBA '67, Wilmington, NC, retired from GlaxoSmithKline in Research Triangle Park, NC, as VP of human resources. He and his wife, Diane, have three children and seven grandchildren and enjoy sailing and the beach.
rjmccord@ec.rr.com

1970s

Neil Marks, MBA '71, Richmond, IN, retired from the faculty of Miami University and now volunteers as an assistant women's basketball coach at Earlham College. He also composes poetry.
marksnb@muohio.edu

Thomas Schaffer, BSBA '74, St. Louis, is CFO at NOA Medical Industries Inc.
tomschaffer@charter.net

Mark Harris, MBA '75, Kingwood, TX, retired from ExxonMobil Corp. after 36 years of service. Under his leadership, ExxonMobil has recruited at Olin since 1984. Harris lectured on business ethics to every MBA class from 1995 to 2005. He was appointed to Olin's National Council in 2001.
mrh1492@gmail.com

Ken Cohen, BSBA '76, St. Louis, says his son Tom received his PhD from UC San Diego and will be working on protein sequencing at Washington University.
kenneth.cohen@umb.com

Kenneth Brown, BSBA '77, St. Louis, followed advice from a Washington University alumnus and began trading stock.

Mark Needle, BSBA '77, Ridgewood, NJ, is president of Triumph Realty Group.
markneedle@earthlink.net

Joseph Stahl, MBA '78, Keedysville, MD, is an official guide for the Antietam National Battlefield. To book a tour, visit www.antietambattlefieldguides.com/Stahl.html

Will Brown, MBA '79, Sacramento, CA, is undersecretary and COO of the California Department of Food and Agriculture. Brown's daughter, a junior at Tulane University, is majoring in economics and East Asian studies/Japanese.
wbrown@cdfa.ca.gov

David Eliasson, BSBA '79/ MBA '81, Alta Loma, CA, was promoted to VP, CFO and treasurer of NavCom Defense Electronics Inc.
eliasson@navcom.com

Mary (Spears) West, BSBA '79/ MBA '84/ JD '85, Marissa, IL, has her own law practice.
mary@marywest.com

1980s

Richard Herndon, MBA '81, Springfield, IL, retired after 30 years with the Southern Illinois University School of Medicine, where he served as a financial and information technology manager. Herndon is pursuing interests in travel, photography, music and volunteering.
rfh1957@msn.com

Stuart Manewith, BSBA '81, St. Louis, is a practice manager with Blackbaud, a world leader in nonprofit organization technology solutions.
stu.manewith@blackbaud.com

Sam Parab, MBA '81, Princeton, NJ, works for the Federal Housing Finance Agency.
parab@alum.wustl.edu

Carol (Hillsman) Sagers, MBA '81, Olympia Fields, IL, reopened CHS Marketing Consultants in May. She received the 2010 Industry Career Achievement Award from the American Advertising Federation.
carol@chsconsult.net

Brenda (Bradley) Stiehl, BSBA '81, San Diego, CA, joined TriTech Software Systems as controller in 2008. TriTech develops public safety software.
brenda.stiehl@tritech.com

Cathy Colucci, BSBA '84, St. Louis, was promoted to senior research manager at Energizer, supporting the Global Lights and Strategic Ventures business units. Colucci is celebrating a milestone birthday this year with a safari in South Africa with her two children, Emily, 15, and Charlie, 12.

Mark Grace, MBA '85, Alpharetta, GA, is president of Beyondvia. The company's site visualtalking.com won second place in a national sustainable journalism competition.
markgrace@beyondvia.com

Nora Klebow, MBA/ MArch '85, San Francisco, CA, joined the project management team for Kaiser Permanente Facilities Management 2015, an enterprise-wide strategic initiative. She previously was project director for the Kaiser Permanente San Leandro Medical Center.

Pamela (Lackritz) Kuehling, BSBA '85/ PMBA '89, St. Louis, retired as a VP at Merrill Lynch. She earned her Chartered Retirement Plan Specialist and Chartered Retirement Planning Counselor designations.
pamela.kuehling@ml.com

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John McLean, PMBA '85, Chaoyang, China, works in Beijing, where he helps Monsanto establish scientific and governmental partnerships that advance global agricultural technology. He says alumni traveling to Beijing should look him up.
john.e.mclean@monsanto.com

Leslie (Cutler) Sgro, MBA '85, Springfield, IL, is deputy director of the governor's Office of Management and Budget and is manager of the Capital Budget Program.
leslie.sgro@illinois.gov

Rick Butler, BSEE '80/ MBA '86, Boston, MA, works as a senior director for EMC.

Margaret (Wilson) Elliott, AB '79/ MBA '86, St. Louis, creates and posts website content for the nation's largest Catholic health system. She also provides technical support to site users. Elliott previously was a communications specialist for St. John's Mercy Medical Group.
melliott@ascensionhealth.org

Nalini (Shivram) Mahadevan, MBA '86, St. Louis, is principal of Mahadevan Law Office. She was appointed chair of the Missouri Bar Immigration Law Committee.
nsm@lawyersyoucantalkto.com

Donald Skelton, EMBA '86, Bonita Springs, FL, owns Blue Orbis Capital Advisors.
dskel777@mac.com

Stewart Clark, PMBA '88, St. Louis, is COO of Senoret Chemical.
w.stewart.clark@gmail.com

Frank "Skip" Tucker, EMBA '89, St. Louis, says he and his wife, Gayle, are looking forward to their daughter Jennifer's wedding in September.
stucker@burnsmcd.com

1990s

Crystal Bollinger, BSBA '90, Cordova, TN, teaches Jazzercise. She homeschools her three daughters and celebrated 21 years of marriage to her husband, John, BA '90.

Lory (Mohart) Howlett, MBA '91, Longmont, CO, adopted two children from Ethiopia. She and her husband founded FOVC (www.fovc.org), a nonprofit organization in rural southern Ethiopia. Its mission is to educate and support orphans, vulnerable children and widows, empowering them to break the cycle of poverty and hunger.
lory@fovc.org

Jeremy Hawk, BSBA '92, Rochester, NY, returned to Constellation Brands to grow its U.S. wine division. The company is the No. 1 wine distributor in the world, with brands such as Robert Mondavi, Ravenswood and Franciscan Estates.
jphawk123@hotmail.com

John "Jake" Ring, MBA '92, Atlanta, GA, is CMO for GE Energy Services, providing services and equipment to the utility market, oil, gas and commercial industrial segments.

Ian Cooper, MBA '93, Atlanta, GA, joined North Highland, a global management consulting company, in January 2010. He helps Fortune 500 companies with business strategy, performance improvement, finance transformation and technology optimization.
ianmcooper@gmail.com

Michael Erdman, BSBA '93, Deerfield, IL, practices law in Chicago. He has launched a new website, AgentsCompared.com, that helps home buyers and sellers make more informed decisions on their real estate agent selection. →

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To submit updates, corrections and announcements, visit apps.olin.wustl.edu/alumni/forms/classnotes

Olin's \$20 Million Scholarship Challenge



"Scholarships transform lives. Many deserving students just need an opportunity to turn their extraordinary potential into achievement. Their future is our future — and a scholarship is an investment that benefits us all for years to come."

Robert L. Virgil, MBA '60/DBA '67
Dean Emeritus and Professor Emeritus of Accounting, Olin Business School; Executive Chair, Scholarship Initiative

Nearly half of Olin Business School undergraduate and MBA students need financial assistance to attend Washington University.

The Scholarship Initiative for Washington University is a fundraising effort to secure new annual and endowed gifts. Olin's goal is to raise \$20 million in new scholarship support by June 30, 2014.

Through the generosity of our alumni and friends, Olin had received \$15.3 million toward our goal as of July 2011. Please transform the future of a student by making a gift today!

The Wood Family Challenge will maximize your scholarship gift by providing a one-to-one match on any new or increased scholarship gift in support of the Olin Business School Scholarship Initiative.

i For more information or to make a gift, contact the Alumni & Development Office at 314-935-9209.

Erdman and his wife, **Rachel, LA '93**, have two young children. He enjoys hearing from former classmates. merdman@AgentsCompared.com

Chad Ryan, BSBA '94, Sacramento, CA, has been retained by SAP to lead the organizational change management team on California's MyCalPAYS human resources and payroll system implementation. He is responsible for communications, deployment, end-user training and work force-transition activities that affect more than 160 state departments and 240,000 employees. chad@chadryan.com

Jennifer (Rodi) Hoglin, MBA '96, Park City, UT, works for Myriad Genetic Laboratories in women's health marketing and enjoys its challenges and opportunities. She says her family is growing up and doing great.

Erin Lo, BSBA '96, Fremont, CA, celebrated her 10th wedding anniversary in July. Her daughter, Katelyn, turned 5 in May.

Regina Sippel, PMBA '96, Jacksonville, FL, is a project manager II at CSX Technology.

Tim Whittle, BSBA '96, Minneapolis, MN, is the head men's basketball coach at Macalester College.

Santiago Botaya, MBA '97, Querétaro, Mexico, is director general at Prefabricados Del Centro. santiago.botaya@grupoprevi.com.mx

Mark Frisse, MD '78/EMBA '97, Nashville, TN, is Accenture Professor of Biomedical Informatics at Vanderbilt University. He also has a joint appointment as professor of management at Vanderbilt's Owen Graduate School of Management. mark.frisse@vanderbilt.edu

Jeremy Dubow, BSBA '98, Chicago, IL, received a 2010 Distinguished Service Award from the Illinois CPA Society. jeremy@ndhcpa.com

Amanda Kramer, AB/BSBA '98, New York, NY, is director of strategic initiatives at Success Charter Network, one of the city's most successful charter school organizations.

Marc Packman, BSBA '98, Short Hills, NJ, is head of leasing for Trinity Real Estate's 6 million-square-foot commercial real estate portfolio in lower Manhattan. He and his wife, **Natalie, BSBA '98**, have two children, Noah, 7, and Abby, 4. mpackman@trinitywallstreet.org

David Collier-Tenison, PMBA '99, Little Rock, AR, manages the IT support team for AT&T's Corporate Real Estate Applications. dct@swbell.net

Greg Portell, MBA '99, St. Louis, has been elected VP and partner of A.T. Kearney, Inc. He leads the firm's media and entertainment area and specializes in consumer marketing and content management. greg.portell@atkearney.com

2000s

Carlos Anzola, MBA '00, Caracas, Venezuela, is marketing director at Kellogg's.

Sharon (Dixon) Bostwick, PMBA '00, Rochester, MI, deployed to Afghanistan to support Operation Enduring Freedom.

Pete Farrell, MBA '00, St. Paul, MN, is VP of account reconciliation at U.S. Bank. His division provides customized reporting and check-fraud prevention to major corporate clients. He received the Circle of Service Excellence Award, given to 20 employees throughout the company, for client focus, satisfaction and enhancement of relationships.

Michael Gallo, BSBA '00, San Diego, CA, spent seven years at Motorola Mobile Devices. He moved to South America for a year and then climbed mountains in the Indian Himalayas and backpacked through India and Thailand. Gallo returned

to the U.S. to attend graduate school and work for the solar and wind division of Enel Green Power. michael.gallo@gmail.com

Josh Levy, MBA '00, Arvada, CO, is director of marketing and channel management for Club Holdings. The company operates Quintess and the PGA Tour Club. Levy completed the 2011 Colorado Marathon in 3:58:06. levy_josh@msn.com

Mandy (Altman) Lin, BSBA '00, San Jose, CA, is manager of strategy and planning at Cisco.

Jeff Robinson, EMBA '00, Chicago, IL, is a wealth adviser at Harris Bank and helps clients with estate, investment and financial planning. jeffrobinson1984@gmail.com

Bryan Chen, MBA '01, Los Angeles, CA, is VP at STEC Inc. bingyan_chen@hotmail.com

Mike Liu, MBA '01, Bethany, CT, joined Hengrui, a leading pharmaceutical company based in China, to head its Global Business Development Department. mingmikeliu@hotmail.com

Jeff Michalski, EMHS '01, St. Louis, is director of the clinical program at Siteman Cancer Center's Department of Radiation Oncology. He also is Washington University's Carlos A. Perez Distinguished Professor of Radiation Oncology and has received a Distinguished Clinician Award from Barnes-Jewish Hospital.

Willayna Roberts, BSBA '01, Charlotte, NC, was promoted to VP of finance at Bank of America.

Taro Tateiwa, MBA '01, Harrison, NY, is general manager of Mitsui & Co. (U.S.A.)'s Foods Business Department.

Natasha Lindor, BSBA '02, Chicago, IL, is director of client services at Winger Marketing. Lindor brings more than a decade of marketing and sales experience from Colgate-Palmolive to her role. natasha@wingermarketing.com

Jack Murphy, MBA '02, Mill Valley, CA, is managing director of the Structured Products Group at Cohen & Co. Capital Markets LLC. jmurphy@cohenandcompany.com

Alicia Schnell, AB '97/ MBA '02/MSW '02, St. Louis, does strategic planning at Washington University. schnell@wustl.edu

Lauren (Cramer) Schumacher, BSBA '02, Orland Park, IL, works for Pfizer Inc. in Chicago. lauren.schumacher@pfizer.com

Sarah (Lipman) Sherman, BSBA '02, Miami, FL, coordinated weddings for fellow Olin alumni Adam Schwartz, BSBA '01, who married Lauren Kurtz in January, and Jeremy Sporn, BSBA '02, who married Gillian Feldman in April. sarahlipman@gmail.com

Steven Spizer, BSBA '02/ M. International Affairs '04, Sydney, Australia, has been promoted to VP of Citi's GTS Bank Services Group in Australia and New Zealand.

Bradley Stewart, PMBA '02, Trevor, WI, was promoted to VP of research and development at Kirby Lester. bstewart001@wi.rr.com

Ronald Chod, EMBA '03, St. Louis, has been named managing partner at Grant Cooper Healthcare Executive Search, one of the top 10 health care executive search firms in the United States. chod@grantcooper.com

Allen Cowgill, BSBA '03, Denver, CO, was promoted to membership specialist at Exclusive Resorts.

Jack Dwyer, PMBA '03, St. Louis, is an investment consultant at Hammond Associates. He recently earned the Chartered Financial Analyst designation. Dwyer also holds the Chartered Alternative Investment Analyst designation.

Eric Hovey, BSBA '03, Los Angeles, CA, was promoted to VP at Payden & Rygel Investment Management. He works as a strategist within the low-duration fixed-income group.

Matthew Johnson, BSBA '03, Lantana, TX, grows Honda's business among 17 Honda dealerships. matthew_johnson@ahm.honda.com

Jason Kley, MBA '03, St. Louis Park, MN, has accepted a position as senior planner with Carlson Capital Management. He also received the Minneapolis Regional Chamber of Commerce's Emerging Leader of the Year Award in 2010. jbkley@alum.wustl.edu

Richard Wood, MBA '03, Scottsdale, AZ, is director of trans-Atlantic trade for APL. richardwood@alum.wustl.edu

John Atkinson, EMBA '04, St. Louis, works at St. Louis Tax & Accounting LLC. jatkinsono@gmail.com

Michael Buescher, MBA '04, St. Louis, was promoted to director of national accounts for St. Jude Medical, a medical device manufacturer. michaelbuescher@att.net

Shelley Elson, BSBA '04, Chicago, IL, is a senior associate at Mercer Investment Consulting.

Dan Ephraim, MBA '04, New York, NY, oversees business development activities for a real estate investment trust specializing in the development and ownership of data centers with a specific focus on servicing colocation, managed services and cloud computing companies. dephraim@gmail.com

Daniel Gould, BSBA '04, Union City, NJ, is a portfolio manager at U.S. Trust, Bank of America's private wealth management branch. daniel.gould@mac.com

Shaun Koiner, BSBA '04, New York, NY, is director of digital marketing and CCO at *SportingNews*. skoiner@wustl.edu

Adam Levine, BSBA '04, New York, NY, joined the Strategic Initiatives Group of CLS Bank International, the largest multicurrency foreign exchange settlement bank. adamlevine18@gmail.com



Meet the Class of 2011

By Johann Qua Hiansen, BSBA '11

From our first days in Management 100 with professor Lamar Pierce to a Senior Week filled with float trip adventures and other bonding moments, Olin's BSBA Class of 2011 made its mark.

We were the last class to be admitted by former associate dean Gary Hochberg. We were the first class to eat at Einstein Bros. Bagels in Simon Hall. We endured construction on the South 40, witnessed a historic vice-presidential debate and watched as stock markets took a tumble during our sophomore year. We braved the elements, enduring tornado warnings and even the first snow day in decades.

We take with us new skills such as the ability to critically analyze data and work collaboratively with a diverse group of people. Most important, we take away the friendships and relationships of mutual discovery developed amongst our peers and with our professors.

My classmates will be at companies like Target and J.P. Morgan. I'm going to be a fourth-grade teacher in Mississippi earning a master's degree in education from the University of Notre Dame through the Alliance for Catholic Education program. This is my chance to give back and explore education as a possible career. Olin has given me the confidence to take a leap into the unknown, a dive we are all taking.

Regardless of location or profession, Olin has prepared us to jump right into our new environments and quickly become leaders. Our peers from other institutions will look up to our example in the workplace. Our bosses will take note of the high caliber of Olin recruits. Our organizations will grow through our contributions.

Here's a warning for the world to heed. Look out because the Class of 2011 is coming. And we aren't walking forward. We are sprinting toward success.

Hiansen majored in marketing. He was born in Saudi Arabia and lived in four other countries before college; his family is from the Philippines but currently lives in Japan.

David Perlman, BSBA '04, New York, NY, met Nelson Mandela during the 2010 World Cup in South Africa. Perlman and his girlfriend, Tamara Eaton, talked with Mandela about Mandela's relationship with Perlman's grandfather, an anti-apartheid leader who employed and assisted many ANC leaders. david.perlman@wustl.edu

Kristen Pulley, BSBA '04, New York, NY, graduated with an MBA from New York University's Stern School of Business. She will begin her post-MBA career in equity research at Bank of America in New York. kristen.pulley@gmail.com

Elaine Zhou, EMBA - Shanghai '04, Shanghai, China, is sales and marketing director at Boston Scientific Corp. zhou@bsci.com

Josh Zwickl, BSBA '04/ AB '04, Chicago, IL, is an analyst of Gulf Coast gasoline at BP. joshzwickl@yahoo.com

Doug Bodde, MBA '05, Rochester, MN, is a business development manager at Mayo Medical Laboratories.

Matt Britz, MA '02/PMBA '05/ MEM '05, Swampscott, MA, has left consulting and is now the director of business development for Envoy Therapeutics, an early-stage drug discovery company in Jupiter, FL.

Katherine Fogertey, BSBA '05, New York, NY, is an associate at Goldman Sachs.

Thomas Kim, MBA '05, Muscatine, IA, received the first level of certification in production and inventory management (CPIM). kimt@allsteeloffice.com

Neha Shah, BSBA '05, St. Petersburg, FL, graduated from Harvard Business School's MBA program on May 26, 2011.

Crystal Bickoff, BSBA '06, Tallahassee, FL, is a licensed attorney in the state of Florida.

Tim Brooks, BS '95/ MTM '00/EMBA '06, St. Louis, is VP and CIO at Saint Louis University.

Jose Chacon, BSBA '06, Zapopan, Mexico, started a digital marketing agency in Mexico. chaconj@gmail.com

Timothy McCauley, MBA '06, Madison, WI, is a licensing manager at the Promega Corp. He negotiates and drafts biotechnology patent license agreements for new products and business development.

Alexandra Mislin, MSBA '03/ PhD '06, Washington, DC, has been appointed as an assistant professor at American University's Kogod School of Business.

Suzanne Shenkman, PMBA '06, St. Louis, recently expanded her eco-friendly accessory line that turns vintage neckties into jewelry, tote bags, pet collars, pillows and more. www.SuzanneDesigns.etsy.com. sshenkman@yahoo.com

Qian Liu, MSF '07, Beijing, China, is a VP at China Construction Bank International. liuqian@ccbintl.com

Richard Quinn, PMBA '07, St. Louis, is a Linux subject matter expert for Monsanto. richardquinn72@gmail.com

Joseph Rojek, PMBA '07, Chicago, IL, was promoted to financial solutions director at Olivet Nazarene University. joseph.rojek@gmail.com

David Szwarczstejn, BSBA '07, Yucaipa, CA, received a Juris Doctor degree from the George Washington University Law School.

Ralf Welvers, PMBA '07, Bartlett, IL, is manager of pricing strategies at MillerCoors.

Grant Anderson, BSME '08/ MSF '08, Chicago, IL, is a senior associate of advisory at PricewaterhouseCoopers.

Jake Dulle, MBA '08, Houston, TX, is Midwest area supervisor for ExxonMobil Pipeline. He manages a team of two dozen people operating and maintaining over 400 miles of crude oil pipelines in Illinois and Missouri. jakedulle@gmail.com

Jason Eden, EMBA '08, St. Louis, works as an education services employee for a small cloud computing startup firm based in Santa Barbara, CA. He builds training delivery, online education, curriculum development, e-learning, certification and partner programs related to education and accreditation.

Scott Iverson, PMBA '08, St. Louis, is group sales and marketing manager at Elsevier. He is responsible for the sales and marketing strategy for e-book collections and other electronic content on a number of platforms used by universities, government agencies and the health care industry.

Elizabeth (Passanise) Ott, PMBA '08, St. Louis, is director of marketing for Famous Footwear.

Michael Sehnert, EMBA - Shanghai '08, Gilbert, AZ, is VP of global operations and technology for the Advanced Circuit Materials Division of Rogers Corp. He moved back to the U.S. after seven years working for the company in China. michael.sehnert@rogerscorp.com

Hao Wu, MACC '08, Shanghai, China, is a senior analyst at A.T. Kearney. He recently relocated from the United States to China to take on this new opportunity. beyondwu@hotmail.com

Brian Jiang, MBA '09, Beijing, China, recently established a mutual fund focusing on China's stock market. jt888@gmail.com

Jordan King, BSBA '09, Tampa, FL, is the student programs coordinator at the University of South Florida. He oversees the planning, marketing and implementation of events and activities sponsored by the New Student Connections office. jordan.king.22@gmail.com

Sean Murphy, MBA '10, St. Louis, worked with Olin's marketing team and Mike Martin Media to create a video, titled "Olin MBA Pride," to highlight the accomplishments and achievements of the Olin 2010 and 2011 full-time MBA classes. skm980@gmail.com



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Josh Lanzet, BSBA '09, Chicago, IL, is a rich-media campaign manager at Google. He manages high-revenue agency and client accounts using Google platforms and technologies.

Shweta Sah, PMBA '09, San Jose, CA, is an associate manager at eBay Inc. shweta.sah@gmail.com

Jason Smith, EMBA '09, St. Louis, was promoted to director of talent and organizational development at Contegix. jsmith75@gmail.com

2010s

Xinting Chen, BSBA '10, St. Louis, works at Monsanto. xintingc@gmail.com

Samantha Fleisher, BSBA '10, Washington, DC, is a human resources specialist. fleisher.s@gmail.com

Bong Kim, PhD '10, Washington, DC, has been appointed as an assistant professor at American University's Kogod School of Business.

Larry Liu, EMBA - Shanghai '10, Shanghai, China, is PS director of greater China for Nuance Communications. larry.liu@yahoo.com

Matthew Luetje, EMBA '10, St. Louis, is in charge of U.S. commercial sales platform management at Monsanto. mattluetje@gmail.com

Robert Pajewski, PMBA '10, St. Louis, received the Peer Recognition Award for the graduating student who best exemplifies the qualities of character, leadership and service. He also was named student marshal of Olin's Professional MBA Program and a Charles F. Knight Scholar. Pajewski is a member of Beta Gamma Sigma. rpajewski@gmail.com

Yan Qiu, MBA '10, St. Louis, was promoted to business development analyst at Bunge.

Ben Sann, BSBA '10, New York, NY, is founder and CEO of BestParking.com, a free parking search engine that steers drivers toward the cheapest and most convenient parking facilities in 30 cities and 79 airports. In March, BestParking.com won the Investor's Choice and 3rd Place Overall awards at the NYC Big Apps competition. Sann would like to thank the Skandalaris Center for helping him grow his company. bensann@bestparking.com

Michael Young, BSBA/ MACC '10, New York, NY, is part of the audit staff at PricewaterhouseCoopers. mjyoung1@gmail.com

Matt Schainker, MBA/JD '11, San Francisco, CA, joined The Presidio Group in 2011 as an associate of investment banking, with primary responsibilities for mergers and acquisitions and private placements in the Technology Investment Banking group.



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MARRIAGES & ENGAGEMENTS

Susan Greene, BSBA '81, Danville, CA, to Roger Frazier, Sept. 6, 2011.

sgrehome@earthlink.net

Tracy (Wong) Bowen, BSBA '97, Denver, CO, to Steve Bowen, May 28, 2010.

tracy.bowen@Q.com

Amanda Kramer, BSBA/AB '98, New York, NY, to William Borden, Nov. 5, 2011.

Anita (Thekdi) Prichard, BSBA '98, Washington, DC, to Zachary Prichard, Oct. 3, 2010.

Carlos Anzola, MBA '00, Caracas, Venezuela, to Maura Nouel, July 17, 2010.

Willayna Roberts, BSBA '01, Charlotte, NC, to Brandon Banner, Nov. 11, 2011.

Chad Brand, BSBA '02, Pittsburgh, PA, to Jessica Yokley, March 5, 2011.

Dan Ephraim, MBA '04, New York, NY, to Yael Nagler, May 30, 2010.

dephraim@gmail.com

Daniel Gould, BSBA '04, Union City, NJ, to Natalie Marzouka, Oct. 30, 2010.

daniel.gould@mac.com

Mark C. Pydynowski, BSBA '04, San Diego, CA, to Brit Mizell.

m.pydynowski@gmail.com

Katherine Fogertey, BSBA '05, New York, NY, to Warren Gluck, Dec. 28, 2008.

Ron Sigal, MBA/MEM '05, Haifa, Israel, to Revital Sigal, Dec. 29, 2010.

Crystal Bickoff, BSBA '06, Tallahassee, FL, to Alex Anderson, May 11, 2011.

John Heaney, MBA '07, Smyrna, GA, to Ashleigh Oiler, Nov. 6, 2010.

Irina Georgieva, MBA '08, to **Steve Havera, MBA '08**, St. Louis, July 30, 2011.

Gabriella Lee, BSBA '08, San Francisco, CA, to Chris Young, April 3, 2010.

Sean Murphy, MBA '10, St. Louis, to Ryan Lindsay, June 10, 2011.

skmg80@gmail.com

BIRTHS & ADOPTIONS

Lory (Mohart) Howlett, MBA '91, Longmont, CO, adopted daughter Amelia and son Bereket from Ethiopia. *lory@fovc.org*

Susan Green Daniel, MBA '94, Summit, NJ, a son, Adam Patrick.

susan.daniel9@gmail.com

Tim Whittle, BSBA '96, and Beth, Minneapolis, MN, a son, Banks Nolin, joined sister Summer Elizabeth.

Jeremy Dubow, BSBA '98, and Farrah Zick, Chicago, IL, a son, Ean Spencer.

jeremy@ndhcca.com

Mandy Altman Lin, BSBA '00, and Steve, San Jose, CA, a daughter, Abigail Evey.

Christy Wells, AB '92/PMBA '00, and David Tyndall, St. Louis, a son, Isaac Albert.

ucitychristy@gmail.com

Zafar Khan, MBA '02, and **Madeline Gragg, MBA '02**, St. Paul, MN, a son, Roshan.

zafarz@gmail.com

Alicia Schnell, AB '97/ MBA '02/MSW '02, and Alan Shutko, St. Louis, a son, Fritz Oliver.

schnell@wustl.edu

Lauren Cramer Schumacher, BSBA '02, and Luke, Orland Park, IL, a daughter, Milla Maureen.

schumacher@pfizer.com

Erin Doty Toohey, BSBA '02, St. Louis, a daughter, Chloe Elizabeth.

erin2e@gmail.com

Walker Deibel, MBA '04, and Colleen, St. Louis, a daughter, Helena Josephine.

deibelw@wustl.edu

Bryce Bowman, EMBA '06, and Nicole, Chicago, IL, a daughter, Hannah Grace.

bryce@smbaa.com

Akhilesh Gupta, MBA '06, Newark, NJ, second child, Shaan.

guptakhil@gmail.com

Lisa Cantu Wells, PMBA '06, and Jason, St. Louis, a son, Lucas Stanley.

lisawellz@hotmail.com

Joseph Rojek II, MBA '07, and Karen, Chicago, IL, a daughter, Skye Lee.

joseph.rojek@gmail.com

Mike Sutton, MBA '07, St. Louis, twins, Grant and Ainsley, and a daughter, Alexis.

msuttonnrc@yahoo.com

Scott Iverson, PMBA '08, and Jennie, St. Louis, a son, Samuel Jack.

Douglas Baskies, MBA '09, and Miriam, McLean, VA, a daughter, Zoe Esther.

dougask@aol.com



Online Career Advice Connects Alums and Students

Olin's Weston Career Center (WCC) is making it easier for alumni to share their workplace expertise and offer career guidance to current students via two new online databases.

ALUMNI COMPETITIVE EDGE (ACE)

Alumni, in collaboration with the WCC, have already published more than 75 ACE reports that students and alumni can use to prepare for interviews. Email wcc-director@olin.wustl.edu if you'd like to access the reports or share perspectives on your company, industry and job function.

PRO-NET: OLIN'S ALUMNI CONTACT DATABASE FOR STUDENTS

Join the more than 500 alumni who've signed up to mentor students on Pro-Net. It is not a job seeker database but rather a way for students to identify alumni who are interested in providing informational interviews, industry and company insights, and general career guidance.



To register, go to mba-olin-csm.symplicity.com/mentors/



[linkedin.com/company/olin-wustl/](https://www.linkedin.com/company/olin-wustl/)

Join more than 5,000 alumni connected through Olin's LinkedIn group.

If you would like to volunteer or support Weston Career Center initiatives, please contact Mark Brostoff, associate dean and director, Weston Career Center at 314-935-8970 or brostoff@wustl.edu.

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IN THE BIG APPLE? THE WINDY CITY?

Stay connected to Olin with the New York and Chicago alumni clubs. For more information, contact Olin Alumni & Development, 314-935-5226.

Olin's Lineup to Help Busy Executives Invigorate Their Careers

Olin's executive education program has a new lineup of course and seminar offerings. Programs are designed for busy executives in the metro St. Louis area. Sharpen your pencil, charge up your laptop and come back to school! On the heels of two highly successful Certificate Programs for Professionals offered in 2010, Olin has recently added three new certificate programs.

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For more information, contact the executive education department at ExecEd@wustl.edu or 314-935-9494. olin.wustl.edu/Certificates

EXECUTIVE EDUCATION ONE- AND TWO-DAY SEMINARS

Olin's faculty and select outside experts deliver an educational experience that is application-focused and research-based in a series of one- and two-day seminars held throughout the academic year.

Upcoming seminars include:

Leading Innovative Teams | December 8, 2011
Strategic Cost Accounting and Control | **NEW** January 17, 2012
Emotional Intelligence: A Leadership Imperative | February 9, 2012
Women's Leadership Skills:
Strategic Negotiations | March 8, 2012
Values-Based Leadership: Becoming Compassionate, Courageous Leaders | **NEW** March 20, 2012



For a complete list of dates and seminar offerings, visit olin.wustl.edu/OPP or call 314-935-9494. Washington University alumni qualify for a discount.

EXECUTIVE AND PROFESSIONAL MBA

Upcoming information sessions include:

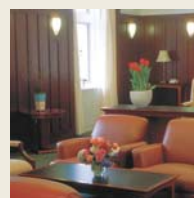
Executive MBA - St. Louis | December 6, 6 p.m. (*Knight Center*)
Professional MBA - St. Louis December 7, 6:30 p.m. (*Simon Hall*)
Executive MBA - Kansas City December 8, 6 p.m. (*Kansas City Club*)



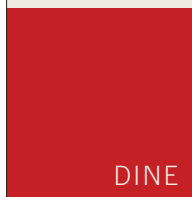
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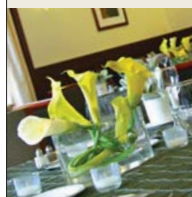
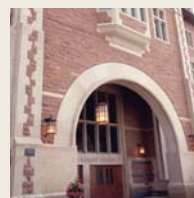
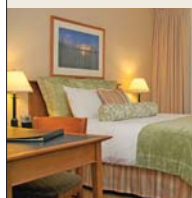
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CELEBRATE



 **Washington**
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1930s

Paul W. Proctor, BSBA '36,
New York, NY

Walter A. Beckers, BSBA '38,
St. Louis

Howard E. Gilkes, BSBA '39,
Green Valley, AZ

1940s

Arnold R. Wittmann,
BSBA '40/MBA '47,
Roswell, GA

Louis A. Hoerr II, BSBA '41,
St. Louis

Howard A. Kuehner,
BSBA '41, St. Louis

Robert Ervin Lynch,
BSBA '41, Boulder, CO

Melville Smithers Jr.,
BSBA '41, St. Louis

Max M. Barken, BSBA '42,
St. Louis

Paul H. Kummer, BSBA '42,
San Antonio, TX

Edward W. Rhodes,
BSBA '43, Kirkland, WA

Frances (Hoffman) Franklin,
BSBA '44, St. Louis

Beverly (Sandler) Holtzman,
BSBA '44, St. Louis

Juanita (Marglous) Yawitz,
BSBA '44, St. Louis

Martha R. (Williams)
Schwermin, BSBA '46,
Highland Park, IL

Albert Z. Becker, BSBA '47,
St. Louis

Edwin S. Brownstein,
BSBA '47, St. Louis

Robert W. Kreuter, BSBA '47,
Garden Grove, CA

James E. Withrow, BSBA '47,
St. Louis

James A. Aufferberg Sr.,
BSBA '48, St. Louis

Pearl E. (Rosenberg) Cahn,
BSBA '48, Marco Island, FL

Charles E. Feeney Jr.,
BSBA '48, Ramona, CA

Lois (Fuchs) Fliehm,
BSBA '48, St. Louis

Kenneth Poslosky,
BSBA '48, Rancho
Santa Fe, CA

Yetta (Egel) Raiffie,
BSBA '48, St. Louis

Wray L. Shultz, BSBA '48,
St. Louis

Andrew P. Bennett Jr.,
BSBA '49, Peoria, IL

Sol Kranzberg, BSBA '49,
Peoria, IL

Donald E. Middleton,
BSBA '49/MBA '68, Irving, TX

1950s

Lester H. Baumgarte,
BSBA '50, St. Louis

James F. Cornwell,
BSBA '50, St. Louis

Richard M. Donnelly,
BSBA '50, Clearwater Beach, FL

Richard A. Long, BSBA '50,
St. Louis

**Frank W. May, JD '49/
BSBA '50,** Jefferson City, MO

Roy R. Rapisardo, BSBA '50,
St. Louis

Erwin W. Schneider,
BSBA '50, St. Louis

Christ Speroulas, BSBA '50,
St. Louis

Marilyn D. (Handler) Ulrich,
BSBA '50, St. Louis

Leroy W. Vogts, BSBA '50,
St. Louis

Daniel Bartlett Jr.,
BSBA '51/JD '54, St. Louis

**Robert W. Cohen, BSBA '51/
JD '54,** St. Louis

James R. Coulter, BSBA '51,
Tucson, AZ

Eleanor (Hollander) Gale,
BSBA '51, St. Louis

George L. Lisle, BSBA '51,
St. Louis

Maynard C. Rosen,
BSBA '51, St. Louis

Robert A. Heldmann,
BSBA '52, St. Louis

Thomas R. Humphreys,
BSBA '52, St. Louis

John O. McGuire, BSBA '52,
St. Louis

Donald R. Bercaw,
BSBA '53/MBA '56, St. Louis

Clyde S. Blair III, BSBA '53,
St. Louis

Barbara J. (Fogelman)
Golub, BSBA '53, St. Louis

Shirley L. (Blackburn)
Hillemann, BSBA '53,
St. Louis

Frederick T. Kienker,
BEd '49/MBA '53, St. Louis

Robert L. Maune, BSBA '53,
St. Louis

**Donald A. Tyree, BSBA '53/
MBA '56,** St. Louis

Herbert D. Kotkin, BSBA '54,
Boynton Beach, FL

Ronald P. Sprinkel,
BSBA '54, East Lansing, MI

Kenneth L. Kroehnke,
BSBA '55, St. Louis

Donald Mehringer,
BSBA '55, Bellevue, WA

Donald D. Reynolds,
BSBA '55, Austin, TX

Robert C. Butler, BSBA '56,
St. Louis

Wayne A. Wolf, BSBA '56,
Jacksonville, FL

Philip J. Scissors, BSBA '57,
Chesterfield, MO

Joan C. (Thompson) Van Der
Blij, BSBA '57, St. Louis

Donald G. Hohe, BSBA '58,
St. Louis

Peter C. Hixson, BSBA '59,
Washington, MO

1960s

Gary D. Heien Sr., BSBA '62,
O'Fallon, IL

Thomas C. Amberg,
BSBA '63, Arlington Heights, IL

Raymond W. Pitchford,
MBA '63, St. Louis

Ann (Lila Ann Ross) Walburn,
BSBA '63, Collinsville, IL

Fredda L. Ash, BSBA '64,
Longboat Key, FL

Robert P. Barnidge, MBA '64,
St. Louis

Percy M. Lincoln Jr., MBA '68,
Lexington, VA

1970s

**Lowell D. Bourne, MBA '71/
PhD '76,** Terre Haute, IN

William Dowling Victor,
BSBA '75, St. Louis

Wayne Thomas Clark,
BSCS '75/MBA '76,
Lewisville, TX

Bruce Thomas O'Dell,
MBA '76, St. Louis

Alexander Mark Zupsich,
MBA '78, Los Angeles, CA

Harold Barry Pomerantz,
AB '75/MBA '79/JD '79,
Chicago, IL

1990s

Craig A. Doiron, PMBA '94,
St. Louis

Curtis D. Blanc III, BSBA '96,
Kansas City, MO

2000s

Peter Ellis Brown, EMBA '05,
St. Louis

BSBA '41

Howard A. Kuehner



January 15, 1916 - December 22, 2010

When Howard Kuehner met his future wife, Hortense "Horty" Hartkopf, at a freshman mixer in 1937, Washington University was a "streetcar school," with a predominantly St. Louis-based student body. He was in the business school, and she was in Arts & Sciences.

Over the ensuing 70 years, the Kuehners' son, Kim, and daughter, Kerry, would earn MBA degrees from Olin and the couple would endow the Professorship in Econometrics and Statistics at Olin in honor of Horty's father, Harry C. Hartkopf. In addition, two endowed scholarships for Olin were created through their estates in honor of both of their children.

In 2005, they established the Kerry S. Kuehner Endowed Scholarship Fund at the Washington University College of Art in honor of their late daughter.

Howard Kuehner began his business career in 1939 at Hamiltonian Federal Savings and Loan, founded by his father. Drafted by the Army in the fall of 1941, he served as a medical administration officer in the Pacific Theater during World War II and was a captain when the war ended. He returned to St. Louis and banking but soon after founded the Kuehner Insurance Agency in St. Louis.

Kuehner retired in 1995 as a vice president of Daniel and Henry, one of the largest privately owned, independent insurance brokerage firms in Missouri. Kuehner also served for 40 years on the board of directors of Cass Information Systems Inc., the largest provider of freight invoice payment, audit and rating services in the country.

Hortense Hartkopf Kuehner preceded her husband in death in 2009.

Caption Contest

ENTER to win this original drawing by accomplished cartoonist Charlie Podrebarac with your clever caption.

SUBMIT your inspired entry by Dec. 31, 2011. Email captions to: olinbusiness@wustl.edu

Please put "caption contest" in the subject line.

LOOK for the winner announcement on Feb. 15, 2012, on Olin's website: olin.wustl.edu

WINNER receives the original cartoon with caption.



Mark your Calendar for These Key Olin Dates

NOVEMBER 17, 2011

**Scholars in Business
Annual Dinner**

NOVEMBER 24, 2011

**Thanksgiving Feast
at the Knight Center**

JANUARY 13, 2012

**Professional MBA spring
class starts**

MARCH 30, 2012

Olin's 95th Anniversary

APRIL 15, 2012

**Executive MBA spring
class starts**

APRIL 19, 2012

**2012 Distinguished
Alumni Awards**

APRIL 20-22, 2012

**Alumni Weekend at
ThurteLLe Carnival**

1st-35th: '11, '07, '02,
'97, '92, '87, '82, '77

MAY 18, 2012

Commencement

MAY 17-20, 2012

Reunion at Commencement

40th-70th and Emeritus:
'72, '67, '62, '57, '52, '47,
'42, and graduates from years
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BSBA Admissions

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**Master of Science
in Leadership Program**

800.925.5730, masters@brookings.edu

**Master of Science in Supply Chain
Management Program**

314.935.7301, msscminfo@wustl.edu

PhD Program

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