

OLIN BUSINESS

CREATE KNOWLEDGE. INSPIRE INDIVIDUALS. TRANSFORM BUSINESS.

THE SPARK

Entrepreneurs
Innovators
Disruptors



THE ART OF GLOBAL BUSINESS



Stainless steel letters from nine different alphabets form a large-scale sculpture of a seated human figure at the entrance to the Atrium in Knight Hall and Bauer Hall. A generous donation from Gil (BSBA '66) and Marty (AB '66) Bickel made the purchase and installation of this art piece, titled *Ainsa I*, possible. The Bickels pose with the artist of the sculpture, Jaume Plensa, on Boles Plaza, overlooking Mudd Field, where the artwork welcomes the global and diverse community of Washington University.

FEATURES



12

The Spark

Have you ever seen a spark of innovation? We have, and you will too, when you read about Olin students and alumni who are reshaping the business landscape for the 21st century.

26

Women & Leadership

A new course focuses on the challenges women continue to face in management and C-suite-level jobs. A mix of case studies and career stories, shared by successful women executives, is preparing students for the realities of the workplace.

30

A Tale of Two Soldiers

Separated by generations and wars, two veterans are united by a scholarship at Olin Business School.

34

Banking on Disruption

Can technology rob banks of millions in profitable fees? Two alumni entrepreneurs believe their software startup is poised to shake up the finance industry by simplifying money transfers.



DEPARTMENTS

2 News

From St. Louis to Mumbai, take a quick tour of Olin news around the globe.

6 Alumni News

Eavesdrop on a conversation with Alumni Board President Jim Gidcumb, size up an Elevator Pitch, and high-five the 2015 Distinguished Alumni and Emerging Leaders.

20 Seen and Heard

Did you know that more than 400 corporate guests from some 200 companies share their expertise at Olin each year? We caught a few on camera.

24 Olin by the Numbers

Olin has some of the best numbers in the business when it comes to job placement and salaries. Have you recruited an Olin grad lately?

41 Class Notes

Who's on the move? Taking on a new challenge? A new mom or dad? Plus, important dates to put on your calendar—like Class Reunions in April.

PRAXIS | 

Praxis Online

Discover new research that you can use to accelerate your business.

olin.wustl.edu/praxis

OLIN BUSINESS

2015

VOL. 18, 2015

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.

EMAIL

olinbusiness@wustl.edu

WEBSITE

olin.wustl.edu

LETTERS

OlinBusiness
Washington University in St. Louis
Campus Box 1162
One Brookings Drive
St. Louis, MO 63130-4899

DEAN

Mahendra Gupta

ASSOCIATE DEAN AND DIRECTOR OF MARKETING AND COMMUNICATIONS

Paula Crews, BSBA '90

EDITOR

Melody Walker

MANAGING EDITOR

Judy Milanovits

DESIGN EDITOR

Katie Roth Wools

CLASS NOTES EDITOR

Teresa Melton

STAFF

Sarah Gibbs
Alicia Haith
Cathy Myrick
Lexie Walther O'Brien, MBA '90
Sarah Shields
Gloria Stukenbroeker
Gabe Watson, PMBA '14

DESIGN

Jager Boston

PHOTOGRAPHY

Joe Angeles
Mary Butkus
James Byard
Sarah Carmody
Alan Karchmer
Ron Klein
Jerry Naunheim
Leland A. Outz
Emily Smith
Gabe Watson



CELEBRATING A CENTURY OF CHANGE

The one constant in business is change. Market forces, economic cycles, new technology, mergers, and acquisitions often prompt changes in management and strategy. Each generation sets a new acceleration in change—and the pace of the 21st century is already setting a record for speed.

This year, our magazine highlights innovators, entrepreneurs, and disruptors. We examine people who take a spark of an idea and, through hard work and a strong business foundation, create something powerful. These talented people are harnessing the power of the Internet, diving deep into cognitive computing, and changing everything from buying a house to decommissioning nuclear weapons.

St. Louis, which is gaining recognition as an entrepreneurial hub, is the perfect “sandbox” for our students to meet and work with these types of entrepreneurs at every stage of development. The entrepreneurial ecosystem is invigorating and inspiring for our students, faculty, and alumni.

Another change taking place today is the transformation of the global workforce. This growing diversity of nationalities and people is reflected in our student body (the MBA program includes students from 17 countries), and with a first-year MBA class composed of 40 percent women, we have more gender diversity than many of our peer institutions.

In fact, creating a diverse and inclusive community is of critical importance at Olin. We have a responsibility to maintain this institution of higher learning as a model of an organization that respects and welcomes all people and ideas. You will see some of our efforts in this area on pages 20 and 21 of this magazine.

To prepare for a celebration of Olin's centennial next year, I invite you to share your memories of business school with us (see page 51 for details). Your memories of Olin, your contributions to the school, and your legacy of leadership have made Olin Business School what it is today, and will define what it will be in the future.

Best wishes,

Mahendra Gupta
Dean and Geraldine J. and Robert L. Virgil
Professor of Accounting and Management
dean@olin.wustl.edu

Making History in Mumbai

The first US–India joint Executive MBA program launched April 22, 2015, in Mumbai. An impressive cohort of 27 international executives is ready to lead the way to a successful partnership between IIT–Bombay’s Shailesh J. Mehta School of Management (SJMSOM) and Olin.

“This new program is exactly what Indian enterprises need to take their business to the next level,” said Hari Sankaran, managing director and vice chair of Infrastructure Leasing & Financial Services Limited (IL&FS), one of India’s leading infrastructure development and finance companies. “High-quality executive training will have a positive impact far beyond the individual student.”



Indian Institute of Technology Bombay
Shailesh J. Mehta School of Management

INAUGURAL CLASS AT A GLANCE

- Approximately 16 average years of professional experience, with 11 years of management experience
- 11 industries represented—both Indian and multinational companies
- More than 40% of the class are executives at the senior vice president level and higher
- More than 50% of the class are traveling from outside of the Mumbai area. A number of companies are taking advantage of this new program by sending key members of their team.

For more information, visit olin.wustl.edu/embamumbai.



“ This new program is exactly what Indian enterprises need to take their business to the next level. ”

—Hari Sankaran

INNOVATIONS IN EMBA CURRICULUM

EMBA Class 47 is just beginning its 20-month Executive MBA journey this fall, and will be the first to experience some enhancements to the curriculum.

The Business of Policy: DC Immersion: This new residency, in partnership with Brookings Executive Education in Washington, DC, will provide students with unique insight into policy, regulation, and the intersection of government and business.

Electives: Students choose at least two electives in their areas of interest, including customer analytics, reputation management, business law, diversity and inclusion, and coaching and talent management.

Innovation Project: The new innovation project is woven through the second half of the program. Students develop a business plan and present it in a capstone pitch competition.

For more information, contact Angie Bauman, director of admissions operations, at 314.935.3383 or abauman@wustl.edu.

▶ Watch Stuart Bunderson discuss the new EMBA curriculum on the Olin Business School YouTube channel magazine playlist.



SPORTS BIZ GETS PUMPED

“The business of sports is an incredibly exciting field, and one that offers a wide and ever-growing variety of career options,” said Joe Lacob, coexecutive chairman, CEO, and governor of the NBA’s Golden State Warriors. Speaking before a packed crowd in the Frick Forum, Lacob was on campus to announce a \$1 million gift that will establish the Joseph S. Lacob Business of Sports Speaker Series and to support the new undergraduate minor in sports business.

“It’s a tremendous honor to be associated with a unique program at Washington University that I hope will have a lasting impact and, most importantly, contribute to our next generation of great sports executives,” said Lacob, whose son Kent graduated in May from WashU.

Patrick Rishe, senior lecturer in management, has been named director of the Olin Business of Sports Program sponsored by Joseph S. Lacob. He is a frequent commentator on national radio and television news and sports channels, contributes to Forbes.com, and is president of Sportsimpacts, a market research and analytics firm.

Rishe began the fall semester by hosting a star-studded Sports Business Summit, the kick-off event of the Joseph S. Lacob Sports Speaker Series, with more than a dozen highly accomplished sports business practitioners from across the nation.

“It’s a tremendous honor to be associated with a unique program at Washington University that I hope will have a lasting impact and, most importantly, contribute to our next generation of great sports executives.”

—Joe Lacob



New Saturday Option for PMBAs in 2016

Too busy to take evening Professional MBA classes during the week? Now, there’s another option: the new Saturday PMBA program.

“The Saturday format is the perfect fit for professionals whose travel schedule or location prohibits attending the evening program during the week,” says Joe Fox, associate dean and director of Graduate Programs at Olin Business School. “Saturday classes offer new options and flexibility for all PMBAs to earn the degree in less time.”



HERE ARE A FEW FEATURES OF THE NEW PROGRAM

- Classes will be held in Knight Hall and Bauer Hall from 8 a.m. to 5 p.m. with a working lunch on campus. Students will complete core courses in four consecutive semesters.
- Upon completion of the core, Saturday students will have access to elective classes offered in the evening PMBA program.
- Saturday program candidates could potentially complete the program in as little as two years by taking a combination of evening and weekend classes.

Saturday classes will begin in January 2016; applications are available on Olin’s website. For more information, contact Andrew Toussaint, associate director of graduate admissions, at toussaint@wustl.edu.



THE FATHER OF B-SCHOOL RANKINGS

John Byrne laughed when asked what it was like to be the most hated—or loved—man of business school deans, students, and alumni since creating the *Businessweek* Best Business School rankings in 1988. The former *Businessweek* editor says he designed the rankings as an agent of change. “I wanted to force business schools to be more responsive to their customers, meaning both the companies that recruit and hire students and the students themselves.”

Byrne visited campus this spring. He regularly debunks the proliferation of rankings on his website, *Poets & Quants*, and cautions prospective students about relying on the surveys when it comes to choosing a business school. “By and large, rankings are intellectually dishonest,” Byrne says. “They are highly flawed, and in many cases they are statistically meaningless.”

“If people put too great a reliance on rankings, they’re going to miss a lot.”

—John Byrne

▶ Want to hear more from the man who created rankings? Watch our interview with John Byrne on the Olin Business School YouTube channel magazine playlist.

Seal of Approval



The Association to Advance Collegiate Schools of Business (AACSB) has extended accreditation of Olin degree programs for the next five years. A peer review team spent several days on campus in February meeting with faculty, administrators, and students after reviewing a comprehensive report on the school.

The peer review team included: Ira Solomon (chair), Dean of A.B. Freeman School of Business—Tulane University; James Ellis, Dean of Marshall School of Business—University of Southern California; and Kenneth Freeman, Dean of Questrom School of Business—Boston University.

In honor of AACSB’s centennial, the organization is recognizing 100 influential leaders from member schools. Olin is proud to be represented on the list by alumnus Jerry Kent, BSBA ’78, MBA ’79.

Kent is a well-known entrepreneur and trailblazer in the telecommunications industry with an outstanding track record of delivering superior returns for investors. He currently serves as president and chief executive officer of Cequel III, chairman and chief executive officer of Suddenlink Communications, and chairman of TierPoint. Kent cofounded Charter Communications in 1993. In addition to serving on WashU’s Board of Trustees, Olin’s National Council, and service to many other community and professional organizations, he and his wife, Judy, fund the Kent Scholarships awarded to five freshmen for four years in Olin’s BSBA program.

GMAC FORECAST

Sangeet Chowfla, president and CEO of the Graduate Management Admission Council (GMAC®), spoke at the April meeting of Olin’s National Council. He shared data showing full-time MBA programs are on the rebound from the 2008 financial crisis. The forecast is positive with 61 percent of global full-time MBA programs reporting growth last year, and the demand for MBA grads is strong.

59%

Full-time MBA programs reporting domestic application growth

Source: 2015 GMAC Application Trends Survey, year-on-year data for two-year, US-based programs



Welcome New Faculty Members



Seated: Ulya Tsolmon, Melanie Milovac, Kimball Chapman, Charles “Chad” Ham, Cathy Dunkin, Arun Gopalakrishnan.
 Standing: Daniel Gottlieb, Jian Cai, Rich Ryffel, Patrick Rishe, Iva Rashkova, Jacob Feldman, Hengchen Dai, Yongwook “Yong” Paik.
 Not pictured: Theresa Kelly, Janis Skrastins, and Oleksandr “Alex” Shcherbakov.

NEW TENURE-TRACK FACULTY

Kimball Chapman, Assistant Professor of Accounting, PhD, Accounting, 2015, Pennsylvania State University

Hengchen Dai, Assistant Professor of Organizational Behavior, PhD, Operations and Information Management, 2015, University of Pennsylvania

Jacob Feldman, Assistant Professor of Operations and Manufacturing Management, PhD, Operations Research, 2014, Cornell University

Arun Gopalakrishnan, Assistant Professor of Marketing, PhD, Marketing, 2015, University of Pennsylvania

Daniel Gottlieb, Assistant Professor of Economics, PhD, Economics, 2009, Massachusetts Institute of Technology

Janis Skrastins, Assistant Professor of Finance, PhD, Finance, 2015, London Business School

Ulya Tsolmon, Assistant Professor of Strategy, PhD, Strategy, 2015, Duke University

NEW LECTURERS

Cathy Dunkin, Lecturer in Communications, BJ, Advertising/Public Relations, 1980, University of Missouri–Columbia

Patrick Rishe, Senior Lecturer in Management and Director of the Olin Business of Sports Program, PhD, Economics, 1997, Binghamton University

Rich Ryffel, Senior Lecturer in Finance, MBA, Finance, 1989, Boston University

NEW VISITING PROFESSORS

Jian Cai, Visiting Professor of Finance, PhD, Finance, 2009, Washington University

Charles “Chad” Ham, Visiting Professor of Accounting, PhD, Accounting, 2015, University of Maryland

Yongwook “Yong” Paik, Visiting Professor of Strategy, PhD, Economics, 2009, University of Southern California–Berkeley

Iva Rashkova, Visiting Professor of Operations and Manufacturing Management, PhD, Management Science and Operations, 2015, London Business School

Oleksandr “Alex” Shcherbakov, Visiting Professor of Economics, PhD, Economics, 2008, University of Arizona

NEW POSTDOCTORAL RESEARCH SCHOLARS

Sara Bormann, Postdoctoral Research Scholar in Accounting, PhD, Accounting, 2015, University of Mannheim

Theresa Kelly, Postdoctoral Research Scholar in Marketing, PhD, Operations and Information Management, Decision Processes, 2015, University of Pennsylvania

Melanie Milovac, Postdoctoral Research Scholar in Organizational Behavior, PhD, Management, 2016 (expected), University of Cambridge

NEW CENTER MINES BIG DATA

Digital technology has made the creation, collection, and storage of ever-increasing amounts of data possible and, in turn, has created a new industry around the slicing, dicing, and analysis of big data.

Olin’s new Center for Customer Analytics and Big Data (CCABD) will offer several opportunities for faculty, students, and companies to collaborate on analysis and research. Seethu Seetharaman, W. Patrick McGinnis Professor of Marketing, is director of the new center.

01010101000101010100100110101010101010
 10101010100110011000011010101010101010

Marketing professors and doctoral students are available to provide customized consulting solutions to companies seeking to use analytics-driven decision making to gain a competitive advantage in their business sector. Companies are invited to join the center’s advisory board as partners in identifying and solving data analytics problems.

Find out more at olin.wustl.edu/ccabd.



Learn how recent research by Yulia Nevskaya, assistant professor of marketing, found useful guidelines for creators of video games in her analysis of data collected from the online game *World of Warcraft* on the Olin Business School YouTube channel magazine playlist.

DISTINGUISHED ALUMNI 2015



OLIN SALUTES A NEW GENERATION OF LEADERS

In today's ever-changing business world, Olin graduates must be thought leaders who function swiftly and strategically, making an impact in their organizations and beyond early in their careers. Our amazing alumni are up for the challenge, which is why we are proud to honor a handful of recently graduated alumni with our new Emerging Leader Awards.

The inaugural Emerging Leaders reception was held April 16, 2015, and included a discussion on leadership with the honorees. The 2016 Emerging Leaders will be honored during Celebration Weekend in April.

2015 EMERGING LEADER HONOREES

Pictured left to right:

Valerie Toothman, BSAS '01, BSBME '01, MBA '08
Vice President of Innovation, Anheuser-Busch, LLC

David Brown, MIM '03, MBA '04
Founder and President, Datotel, LLC

Jonathan Kaufman, MBA '11
Cofounder and Chief Nonprofit Officer,
Third Plateau Social Impact Strategies

Tamiko Armstead, EMBA '06
President, Cardinal Ritter College Prep

Lauren Herring, EMBA '07
CEO, IMPACT Group



1 STEVEN B. MILLER, MD | HS '91, EMBA '02
Senior Vice President and Chief Medical Officer | Express Scripts, Inc.

As chief medical officer for America's largest administrator of drug benefits, Steve Miller focuses on "how we're going to have a sustainable healthcare system that's the most innovative in the world yet affordable for people." He says, "There's not a day that goes by that I'm not getting a phenomenal opportunity to participate in that debate." Miller came to Olin Business School in 2000, when he was named the first chief medical officer for the School of Medicine's Barnes-Jewish Hospital and needed a knowledge set to lead a large organization. He characterizes himself as "probably the single biggest beneficiary of Olin Business School. My career has matched every course that I took over those two years, and I have benefited phenomenally from everyone."

2 SHELLEY K. LAVENDER | EMBA '03
President | Boeing Military Aircraft

Shelley Lavender began her aerospace engineering career in 1986 at Hughes Aircraft Company. Two years later, she joined Boeing as an avionics engineer and has held positions of increasing responsibility. She now oversees 20,000 people at 11 locations worldwide, working to provide military airpower to the US and some 50 allied nations. Lavender credits her Olin professors and her classmates for advancing her business knowledge. "The diversity of thought was so enlightening, informative, and energizing," she says. Lavender has also benefited from customers, who, she says, "include men and women who serve our nation and wear the uniform. They're leaders and heroes, and being able to work with customers like that has been so inspiring. I've learned so much from them as well."

3 GULAB H. BHATIA | EMBA '96
President and Cofounder | Rose International

Since founding Rose International in 1993, Gulab Bhatia has guided the IT staffing and software company through steady growth. With more than 6,000 employees, it now has offices in 21 US and Indian cities. An electrical engineer who had experience in his family's small mechanical engineering contracting company in India, Bhatia came to Olin Business School to learn how to do business in the US and in large organizations. "Our business is not rocket science. It's doing fairly basic things," says Bhatia. "We have had a fair portion of luck, and we've been very, very driven in innovating the process. It's basic staffing, but in spite of that we feel like we have to be innovating all the time to be ahead of our competition."

4 MARK F. DEHNERT | BSSSE '89, MBA '89
Partner-Managing Director | Goldman Sachs

With solid math and statistical training from the School of Engineering and Olin Business School, Mark Dehnert joined the Hull Group, now part of Goldman Sachs, as a financial engineer in 1992. He moved from Chicago to Germany in 1995 to help the company build its European electronic equity options trading system, and to Tokyo two years later to develop a joint venture with Daiwa Securities. Dehnert is now responsible for the quantitative equities trading businesses in the securities division of Goldman Sachs. "For most of my career, I had been involved in quantitative trading, which is using math and computers to develop automated trading systems. The product we're delivering is a two-sided quote that both buyers and sellers can interact with," says Dehnert.



Dean's Medal

Barbara S. and Robert W. Frick,
 BSCE '60, MBA '62

During a successful career with Bank of America, Robert Frick rose to become vice chairman of the board and head of world banking. After his retirement, Mr. and Mrs. Frick formed K.E.S. Management Company to provide quality housing for low- and moderate-income families in ethnically diverse neighborhoods. Mrs. Frick, who is president of the firm, is widely recognized for her community service.

Mr. Frick's service to Washington University includes serving as a member of the University's Board of Trustees, Olin's National Council, and the San Francisco Regional Cabinet, along with chairing the San Francisco Bay Area Eliot Society membership committee and cochairing the Bay Area's regional campaign committee for *Leading Together: The Campaign for Washington University*.

Olin honored Mr. Frick with a Distinguished Alumni Award in 1988, and he was awarded a Washington University Distinguished Alumni Award at Founders Day in 2011. The Fricks' significant gifts to the business school include scholarships, facilities, and a professorship. Their outstanding philanthropy and commitment have created a legacy of enduring value.

Dean's Suite Named in Honor of Xu Family



We celebrated the naming of the Kevin Meng Xiang Xu and Family Dean's Suite at Olin on December 10, 2014. Xu, EMBA-Shanghai '14, is a distinguished alumnus, noted businessman, and dedicated supporter of Olin Business School.

In 1999, he founded Ruichem Group, a leading chemical company in China. He was the president of Executive MBA-Shanghai's Class 12. Xu and his family made this gift to honor his classmates and his transformative educational experience in the program.

▶ Watch a video of the Xu Dean Suite dedication on the [Olin Business School YouTube channel magazine playlist](#).

ROOMS WITH A VIEW HONOR SNEIDER FAMILY

High atop Bauer Hall, on the fifth floor, you will find rooms with large windows that provide spectacular views of the Danforth Campus. The tower's ceiling soars two stories above the corner suite, and a skylight floods it with natural light. The adjacent room offers a bird's-eye panorama of the glass Atrium that connects Knight Hall and Bauer Hall.

Thanks to a generous gift from Jill, AB '66, MA '85, PhD '12, and Martin Sneider, LA '64, these rooms have been named the **Sneider Family Tower Suite and Seminar Room** in honor of their long association with Washington University.

"Jill and Martin are among the most enthusiastic supporters of our Olin family and WashU community, and we are extremely grateful for their dedication as teachers, mentors, benefactors, and supporters of our mission," said Dean Mahendra Gupta.

After retiring as co-CEO of Edison Brothers Stores, Inc., Martin Sneider joined Olin as an adjunct professor of marketing. He teaches Retail Management at the BSBA and MBA levels; a Management and Corporate Responsibility graduate course; and a perennial favorite course on the luxury goods market that includes a tour of designer headquarters in Europe. Martin served as chairman of the Alumni Board of Governors and has received a Distinguished Alumni Award from Arts & Sciences as well as numerous Olin teaching awards.



“ Jill and Martin are among the most enthusiastic supporters of our Olin family and WashU community, and we are extremely grateful for their dedication as teachers, mentors, benefactors, and supporters of our mission. ”

—Dean Gupta

Alumni Board Members Discuss Time and Treasure

JIM: We've got a great view of the Danforth Campus from where we are today in the Sneider Family Tower Suite of the new Bauer Hall. Across Mudd Field, we can see Simon Hall that has just undergone major renovations. The new Knight Hall and Bauer Hall are spectacular spaces for collaboration and learning. Give me your impression about the structures and perhaps more importantly, what they mean to the future Olin experience.

KALEENA: The structures are incredibly symbolic of how important people and relationships and networks are in business. You know there's so much education that's going online today, it's very one-sided, and you don't have the opportunity to work with people. The benefit of Olin is so much of the relationships that you have while you're here and after. And having these beautiful buildings to create that emotional connection with people and to foster an environment where you can learn, learn from the other students here and your professors. It's so exciting to see the work that the legacy of so many donors has had in building these beautiful buildings.

JIM: *Leading Together: The Campaign for Washington University* has been very successful to date, but we do need to raise an additional \$97 million in the next three years to reach Olin's goal. I've sponsored a scholarship for the past 10 years and have played a part in building campaigns. Tell me how you've participated.

KALEENA: I started making small donations—\$25, \$50—while I was still a student. I saw the value that Olin provided me while I was in the PMBA program, and how it positively impacted my career. When you can see that, it makes you want to give back. I'm an Eliot Society member now.

JIM: We have more than 21,000 alumni worldwide now and about 30 percent of them are donating to the school in some way, which is great. In fact, it's an all-time high for the number of alumni donors, but it's still a small percentage of the total.

KALEENA: I think even if you can start with a small amount, it's really about giving back in some way, whether it's your time or your treasure. That really impacts the students here and is going to impact all of us in the long run. The better that Olin is, the stronger that Olin is, it makes our school and our degrees much more recognizable worldwide. It's an investment that's going to pay back valuable dividends.

Jim Gidcumb is vice president, Wealth Management Advisor at Merrill Lynch in St. Louis and Olin Alumni Board President.

KaLeena Weaver Thomas is senior executive director, Solution Integration and Acceleration, Ascension Health.

▶ See Jim and KaLeena's full conversation on the Olin Business School YouTube channel magazine playlist.



Olin Alumni
Board President,
Jim Gidcumb,
EMBA '93, and
board member
KaLeena Weaver
Thomas, PMBA '12,
talk about why they
give their time and
treasure to Olin.

ELEVATOR PITCH

HELP FOR INJURED HAMSTRINGS

I'm Mark Becker, a founding partner and the chief executive officer of HamStrong, a limited-liability corporation based out of Kansas City, Missouri. We have the original prosthetic hamstring.

HamStrong is radically reducing the recovery time for people with hamstring injuries. A typical grade-2 pulled hamstring can sideline an athlete for six to 12 weeks. With HamStrong, injured athletes are returning to play within days.

The athletic market of college and professional sports has more than 75,000 people who would benefit from this product. The US high school athletic market represents another three million potential customers.

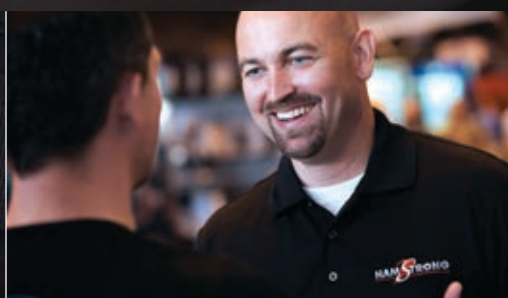
We've partnered with Schutt Sports to help with marketing, manufacturing, and sales of the product.

Our projections demonstrate that we will be cash flow positive between years three and four, and profitable by year four.

▶ Watch Mark and other Olin entrepreneurs pitch their startups on the Olin Business School YouTube channel magazine playlist.

Mark Becker, EMBA '14, has developed media campaigns for new products with numerous consumer packaged goods companies, including Anheuser-Busch, Coca-Cola, and Frito-Lay. He is currently a business analyst at the Department of the Treasury. Becker served as a Green Beret (2003–11) in the US Army, where he met HamStrong cofounder Russell Whitt.

Russell Whitt, cofounder, director of research and development, vice president of quality control, developed HamStrong's core product while serving as the head strength and conditioning coach at the University of Louisiana Lafayette (ULL). The idea was temporarily put on hold when he served as a Green Beret (2003–09) in the US Army.



THE SPARK

Entrepreneurs
Innovators
Disruptors

By Kurt Greenbaum & Melody Walker



A flash, a click, a bell, a spark . . . everyone knows that “Aha!” moment when a new idea pops out of the blue or emerges after years of research and experimentation. Students, faculty, and alumni have been having those moments at Olin for generations. Remember Robert S. Brookings? Before he encouraged the creation of a business school at Washington University, he transformed a small 19th-century woodenware company into a manufacturing powerhouse. Then, with a true spark of genius, he built 20 seven-story warehouses on the St. Louis riverfront to create the largest freight depot in the country—establishing a commercial gateway to the West and his personal fortune.

Fast forward to the mid-20th century, when two young accountants at Arthur Anderson took an entrepreneurial leap into the fledgling cable television industry. Howard Wood, BSBA '61, and Jerry Kent, BSBA '78, MBA '79, purchased Gencom Cable TV, a multiple-system cable operator, in 1987. Less than 10 years later, Wood and Kent cofounded another cable company, Charter Communications Inc., which eventually grew into one of the largest cable operations in the United States. They sold Charter to Microsoft founder Paul Allen in 1998. Cequel III, formed in 2002 by Wood and Kent, is a leading investment and management firm focused on the development of cable, telecommunications, and information technology.

Wood and Kent have mentored and shared their expertise with hundreds of students over the years. They have also made it possible for more than 150 students to pursue their business passions with generous multimillion-dollar gifts that fund undergraduate and graduate scholarships. Two of their scholarship recipients—already serial entrepreneurs—are featured in this article along with other recent Olin alumni who are innovating and disrupting industries from education to electronic payment systems.

Olin's Hatchery course, the oldest university-affiliated business-plan development course in the United States, is responsible for nurturing dozens of students with entrepreneurial sparks. Since 2008, students have developed plans for 170 total ventures, with nearly half of them launching. It's an impressive track record.

HATCHERY IMPACT 2008 TO PRESENT

73 launches (43% launch rate)

\$67.2 million raised

12 provisional patents filed

52% of companies launched in St. Louis

428 jobs created (123 remain in St. Louis)

68% of companies launched are still operating

Many of the newest student and alumni ventures were in the spotlight at the seventh annual Startup Connection, the largest gathering of entrepreneurs and investors in the Midwest, held at Olin on November 18. St. Louis' burgeoning startup scene is not only attracting entrepreneurial talent from the coasts and other countries, but also enticing young alumni to stay and stoke the sparks that are igniting new businesses in the city on a daily basis.



Schoology team (left to right): Timothy Trinidad, Bill Kindler, Jeremy Friedman, and Ryan Hwang

SCHOOL DAZE

Innovation Transforms Collaborative Education

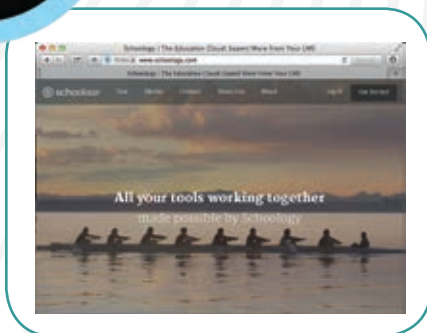
While at WashU, **Timothy Trinidad**, BSBA '09/BSAS '09, **Ryan Hwang**, BSBA '09, and **Jeremy Friedman**, AB '09, thought they had invented a way to make learning easier for students, parents, administrators, and teachers. Unfortunately, teachers hated it.

As freshmen, the trio originally built Schoology—a social media-based learning platform—as a class project to streamline their own education. During their college career, it evolved into a platform where students could easily communicate and collaborate, using familiar tools such as mobile devices, texting, and Facebook-like social networking.

The pushback started soon after Schoology launched commercially in 2008, mostly to high school students. “We started getting emails from teachers saying our product was helping students essentially cheat,” said Friedman, Schoology’s CEO. Not only that, but as Schoology launched, educators were skeptical of Facebook-like platforms that could encourage time wasting, or worse, online bullying.

The founders spent a year listening to St. Louis-area teachers and incorporating solutions into the next version. Now, Schoology is a full-fledged “learning management system” that fosters collaboration and helps teachers manage schedules, assignments, and grading. It also provides metrics for administrators and allows parents to monitor progress—all in an environment familiar to digital natives.

Not only do teachers now endorse it, Schoology customers include more than 1,000 universities, colleges, and K–12 school districts—that’s more than 12 million users in more than 130 countries. In October, Schoology signed a contract with the Los Angeles Unified School District (LAUSD), the country’s second-largest public school district, with more than 1,000 schools and approximately 640,000 students.



“They were an incredibly focused and resilient team.”

—Cliff Holekamp

In November, Schoology announced \$32 million in financing led by JMI Equity, a growth equity firm focused on investing in leading software and services companies, with additional participation from existing investors FirstMark Capital, Intel Capital, and Great Road Holdings. This latest investment brings Schoology's total funding to \$57 million.

The progress doesn't surprise Cliff Holekamp, who taught the entrepreneurship class where Friedman, Trinidad, and Hwang developed the business plan for Schoology after building the software in an engineering course. "They embraced critical feedback and never showed discouragement," said Holekamp, Olin senior lecturer in entrepreneurship and director of the MBA entrepreneurship platform. "They were an incredibly focused and resilient team. They were absolutely dead-set focused on building something great."

Trinidad said two classes in particular "were instrumental in helping us get started": an engineering class in rapid prototype development and creative programming, and Holekamp's "The Hatchery: Introduction to Entrepreneurship."

Friedman said while the product has evolved considerably since its conception, the idea was born out of the team's frustration with existing technology. "There was no real way for students to communicate with each other and share knowledge," Friedman said. "We knew there had to be a better way to connect with other students, as well as for teachers to work more efficiently."

Now, with Friedman at the helm, Trinidad is the company's vice president of systems and engineering; Hwang is vice president of product; and a fourth cofounder, Colgate University graduate Bill Kindler, is executive vice president.

Friedman and Trinidad credit Holekamp's mentoring and their willingness to listen to critics—like those first skeptical teachers—with helping them create a product that now serves millions of students worldwide.

"There are so many people that at first scoffed at the idea," Friedman said, "but are now avid users."

STUDENTS HELPING STUDENTS

Tutoring Services for the Digital Generation

Chuck Cohn, BSBA '08, saw an opportunity to put his smart WashU classmates to work when he was a junior. He launched Varsity Tutors as a one-on-one, affordable tutoring service in 2007. Varsity Tutors has grown rapidly since then, expanding nationally to connect nearly 50,000 students to more than 15,000 thoroughly vetted instructors.

With a mission to accelerate the academic achievement of all students by improving access to high-quality education, Varsity Tutors launched Varsity Learning Tools in 2013—an ambitious quest to provide free academic content to students worldwide. To date, students have accessed more than 40 million problems on Varsity Learning Tools.

In November, Varsity Tutors announced \$50 million in Series B funding from Technology Crossover Ventures (TCV), musician and TV personality Adam Levine, and education executive Stuart Udell, among others. The new round of funding follows a previously unannounced \$7 million in Series A funding from Answers Corporation executives and WashU alumni David Karandish, BSCS '05, and Chris Sims, BSCS '05, that closed in May 2014.

"We are excited to announce our new partnership with TCV," Cohn said. "We now have the financial support and resources of world-class Internet investors who can help Varsity Tutors develop its technology and expand access to high-quality, live, video-based expertise on both web and mobile."



\$100 MILLION+ total funding raised by Varsity Tutors and Schoology to date



Bear-y Sweet Shoppe founders (left to right): Jessica Landzberg, Shea Gould, Mary-Brent Brown, and Kailey Dreyfus



ADDICTED TO ENTREPRENEURSHIP

Four Undergrads Create Campus Startup

When **Shea Gould**, BSBA '17, was a teenager in Boynton Beach, Florida, she had an expensive habit. "I loved to bake," says the Olin junior majoring in entrepreneurship and finance. "In order to buy more ingredients, I sold two brownie-bottom cheesecakes to a neighbor. By Thanksgiving, I had orders for 30 cakes."

Gould's habit turned into a very successful made-to-order bakery that doubled sales annually while she juggled high school, marching band, starting an entrepreneurship club, and maintaining a 4.7 grade point average.

At WashU, Gould, who is a Kent Scholar, met three other accomplished entrepreneurs (each young woman had launched her own company in high school), and together they spent a year honing a business plan for a joint venture. Their spark of genius was to create a convenient source of sugar for students' late night cravings.

After raising \$14,000 in a Kickstarter campaign, the Bear-y Sweet Shoppe opened in January 2015 on the South 40, one of WashU's residential areas. The candy-by-weight concept is the first all-women-owned business in the Student Entrepreneur Program (STEP), and the first to sell food. STEP provides subsidized storefronts for student-owned and -run ventures on campus—with the stipulation that all STEP businesses are sold to underclassmen when the owners graduate.

"This is why I came to WashU," said **Jessica Landzberg**, BSBA '17, director of finance for the Bear-y Sweet Shoppe. "I wanted to be on a campus that encouraged entrepreneurship and would let me experiment with business ideas." Landzberg is majoring in accounting and finance. She won't reveal revenue to date, but confirms that the shoppe serves, on average, 150 customers daily.

"We have to do everything any other business must do to succeed," explained **Mary-Brent Brown**, BSBA '17, director of marketing and communications. "We have to maintain relationships with our vendors and the St. Louis County Department of Health, manage our finances, and pay taxes and rent, as well as respond to our customers."

Gould oversees the operation's supply chain. After much taste testing, the team members believe they have found the best sources for the candy students crave. "We have more than 80 kinds of candy, from our best sellers: peach rings, Sour Patch watermelons, and sour belts on the gummy side, to the most popular milk chocolate-covered Oreos for the chocolates," said Gould.

Kailey Dreyfus, BSBA '16, director of University relations, is the only senior on the project and already looking for a buyer for her share of the company. As a recipient of a Wood Scholarship,

"This is why I came to WashU."

—Jessica Landzberg



Dreyfus has appreciated getting to know one of her benefactors, Joyce Wood, BSBA '76, MBA '77. "She is really supportive of my entrepreneurial spirit," said Dreyfus. "She encourages me to continue to follow my passions." Dreyfus also took advantage of the women's mentoring program that pairs sophomore women with successful female executives.

All four entrepreneurs agree that the best part of a student-run business is having the opportunity to apply what they learn in the classroom to a real-life situation. "We can see where problems arise and come up with innovative solutions," Brown said. "Our most helpful classes have been in the areas of finance, accounting, supply chain management, and entrepreneurship."



BORN TO BE AN INNOVATOR

The Long Road to Becoming an Entrepreneur

Sharron Battle's mother knew her daughter would be an entrepreneur years before Battle did. The first glimpse might have been in kindergarten, when the teacher told Blanche Bragg her daughter was trying to charge children to fill pages in Sharron's new coloring book. "At a very early age, children show who they are going to be," said Battle, PMBA, '05, who no longer colors pictures, but uses them to shake up the financial industry.

Battle is founder and CEO of selfiepay, her Atlanta-based startup that is testing an app for making purchases via a cellphone mobile wallet or at in-store kiosks by using a selfie to verify the customer. Battle plans to add retina verification to the app soon, which will offer customers 100 percent accuracy of identification. Merchants don't get a copy of the photo. Facial recognition software only ensures that the buyer is authorized to make the purchase with the credit card information stored on the phone.

Battle's road to launching this startup—and selfiepay isn't her first—has wound through a half-dozen industries and half again as many jobs. The Florissant, Missouri native was a mechanical engineer for Boeing when she decided she wanted to put her career on the management path.

"My mom always felt I was an entrepreneur."

—Sharron Battle

That led to her MBA at Olin, followed by a job at Procter & Gamble as a project manager, then as a quality manager overseeing a 60-person team in the diaper-making division. "That place prepared me for entrepreneurship," Battle said. "They taught me how to do business, how to redesign organizations," which eventually led to her certification as a Lean Six Sigma Master Black Belt practitioner, adept at teaching and building collaborative, efficient business organizations.

"I had an awesome boss—I'll never forget Mac McDowell," she said. "He knew I was like a sponge. He made sure I would learn every facet of the business, from HR to logistics—everything."

After gaining increasingly responsible posts at The Dial Corporation and Dr Pepper/Seven Up, Inc.—restructuring and building teams along the way—Battle joined Deloitte as a senior consultant, doing similar work for the consumer goods industry, medical, finance, gaming, and the federal government.

By 2012, Battle was ready to strike out on her own. She was close to finishing a program at the Portfolio Center, a prestigious design school in Atlanta, when she was driven to turn a concept she'd been contemplating into reality. Her goal was to figure out how creative people could share content on a social network and get paid for it. The concept led to her first startup, derbywire, where she's still the CEO.

But it was a small piece of derbywire that really interested investors: the payment method, based on facial recognition. When she realized that was a potential business on its own, she stepped back and worked round the clock to develop a prototype in 2013. Now, she's in private beta testing, working in partnership with Samsung, Best Buy, Optimal Payments PLC, and another company selfiepay hasn't identified.

"My mom always felt I was an entrepreneur. I never knew. I wish I had known earlier," Battle said. "But all of these opportunities prepared me for where I am now."



PROBLEM CHILD

Innovator Likes the Challenge of Tackling Them

Don't try to give **JD Ross**, BSBA '12, a job to do. He only wants your problems. "I'm a terrible employee," Ross said. "I've always been bad at being told specific things to do. If you tell me there's a problem to solve, I love that."

Today, he's loving this problem: helping homeowners sell their houses instantly, without the heartache of weeks or months on the real estate market. Ross and three colleagues tackled the problem with Opendoor, founded in 2014 and boasting \$30 million in venture capital support.

Only three years out of Washington University, Ross already has a string of startups on his resume, including Fresh Prints, a student-run custom apparel company he founded on campus, where he developed the staff and built the logistics to manage every aspect of the million-dollar business.

He was the fifth employee at Addepar (now more than 10 times that size), hired to create the product team for the Mountain View, California-based startup that builds financial portfolio analysis software for investors. He left to create Opendoor with former Square COO Keith Rabois and two others.

But even earlier—as a 13-year-old—Ross founded his first company: GenY Computer Consultants. Ross charged \$60 an hour to clean viruses and malware from customers' machines. "I could do the same thing as the adults, faster, and I could guarantee it. It was a great learning opportunity," said Ross, who was installing computer systems for the local school district by the time he was 17.



His business school education was instrumental, as well. Every professor encouraged exploration, but he particularly recalled Lamar Pierce, his introductory management professor, and Michael Gordinier, his statistics teacher. "They probably pushed me the most," Ross said. "When you're a freshman, you look for some authority to tell you you're going in the right direction." They were key, he said, but "there isn't a single person at Olin who didn't encourage you to stray from the normal path if you wanted to."

The future, Ross said, belongs to the multiple disciplinarians: Be among either the top 0.1 percent of people with one skill, or the top 5 percent of those with two or more.

"Everyone should find things they're interested in and build skills around being able to do that," he said.

With his computer skills and business training from Olin, it's no wonder that Ross became the guy who could build Opendoor's first prototype from scratch, then overcome skeptics who doubted anyone would pay a premium over typical real estate commissions to sell a house instantly. Now, Opendoor buys four homes a day in Phoenix and will soon be expanding into Dallas and Portland. And Ross, who runs product development, spends 40 percent of his time hiring new people for the growing company.

"Your job at any given moment is to replace yourself," says Ross. "Everyone's job in a startup is to grow the pie. To succeed, you need to hire people who can take over slices." He continues, "The only way to develop leadership is to drown someone in responsibility."





A NEW WAY TO THINK AT IBM

Innovations in Artificial Intelligence

Artificial intelligence used to be the stuff of science fiction. Today, an IBM supercomputer named Watson is actually learning how to think, analyze unstructured data, translate, and react to natural language.

Zoe Hillenmeyer, BFA '09, MBA '13, says, “cognitive computing” is the term IBM prefers for this new era of intelligent technology. She is IBM’s innovation and design lead for Watson’s Cross Industry Value Team. In Hillenmeyer’s words, “We’re a tiger team of solution-focused technology geeks, with an eye to the future and the possibilities for cognitive computing to drastically transform complexity into context and confusion into well-informed decisions.”

Ironically, Hillenmeyer would be the first to admit that she is not your typical technology geek. She grew up in rural Indiana, where barely half of her senior class graduated from high school and she was one of a few to go out of state for college. After arriving at WashU, she discovered her passion for art and pursued a degree in sculpture. Hillenmeyer worked for a startup in India and an auction house in Boston, and organized cultural festivals before returning to St. Louis and Olin’s MBA program. She sums up her insatiable curiosity to learn as “a relentless pursuit of the unknown.”

“Zoe is a force of nature,” Joe Fox says of the energetic innovator who never passes up the chance to question the status quo. Fox, associate dean of graduate programs at Olin, remembers how Hillenmeyer hit the ground running as a first-year MBA. As a class leader, she revived the Olin Women in Business (OWIB) organization, improved recruitment tactics for women applicants, and strengthened Olin’s ties to national organizations like the Forté Foundation and the National Association of Women MBAs (NAWMBA).

At IBM, Hillenmeyer’s innovative approach to problem solving, data visualization, and collaboration on consulting projects has propelled her to Big Blue’s much-talked-about new business unit: Watson. Since winning *Jeopardy!* in 2011, Watson has evolved. The computer is able to interpret big data by identifying patterns, connections, and insights. Then it organizes the content into smaller chunks for humans to digest, interpret, discover solutions, and make decisions. Now Watson is its own business unit, strategy, and talent organization.

“My role in particular is to infuse our team with core design principles, innovation best practices, and a momentum that embraces and exudes positive change,” explains Hillenmeyer. Her team is part of the Watson Group based in IBM’s new global headquarters in New York City’s Silicon Alley, although Hillenmeyer is based in Seattle. The Watson Group has more than 2,000 employees globally. Hillenmeyer’s team works on projects from transit to nuclear decommissioning. The only limit to the scope of their work is impact: “it has to be important, solving real and salient needs of society or business. It has to transform, dramatically, the ways of today,” Hillenmeyer said.

Hillenmeyer’s office is equipped with Play-Doh, paints, sketch pads, white boards, markers of many colors, and a drill press. The sculptor-turned-IBMer refuses to abandon those tactile tools while working in this new era of cognitive computing. She insists they help facilitate novel approaches to idea generation, problem solving, and process reinvention: “We collaborate. We innovate. We team. We break things, and fix ‘em. We brainstorm and fail, and make beautiful things exist. It’s a great job.”



**MORE
STARTUP
STORIES**

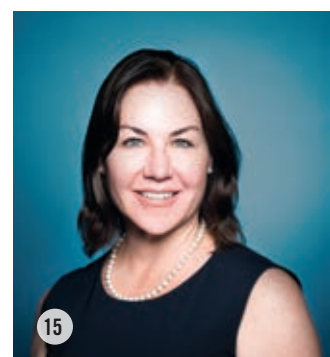
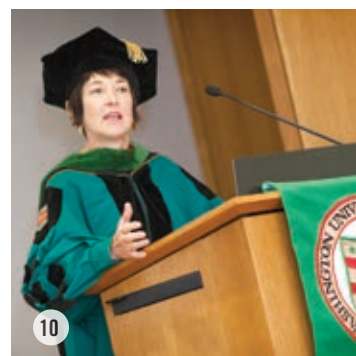
We want to share more Olin student and alumni entrepreneur stories online. To suggest a student or alum to be featured, email blog@olin.wustl.edu

FUSE.WUSTL.EDU
Check out WashU’s new website dedicated to entrepreneurship.

Check out the Elevator Pitch playlist on the Olin Business School YouTube channel.

Seen & Heard at Olin

We are very grateful for the involvement of so many seasoned and successful alumni and corporate friends across all facets of the business community during the past year. These talented individuals generously offer their time, energy, and expertise, resulting in an exciting exchange of ideas and an enhanced student experience.



THE FUTURE OF OUR REGION

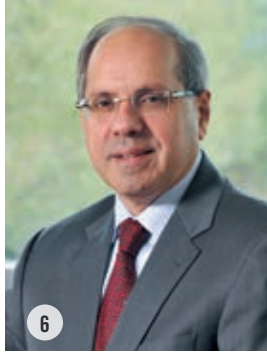
A Washington University conversation with members of the Ferguson Commission

Olin was proud to host a forum on April 8, 2015, with four members of the Ferguson Commission, a group whose mission is to guide the community in charting a new path toward healing and positive change for the residents of the St. Louis region.





5



6



11



16



17

1. **Kathleen M. Mazzarella**, Chairman, President, and CEO, Graybar, graduate programs graduation speaker
2. **Tim Fogerty**, BSSDP '86, President and CEO, Bissinger's Handcrafted Chocolatier, Leaders in Business panelist
3. **Alaina Macia**, BSBES '98, MBA '02, President and CEO, MTM, Inc., Leaders in Business panelist
4. **David Karandish**, BSCS '05, CEO, Answers.com, MBA Entrepreneurship platform speaker
5. **Sharon Price John**, CEO, Build-A-Bear Workshop, Leaders in Business panelist
6. **Rakesh Sachdev**, Trustee, Washington University; President and CEO, Sigma-Aldrich Corporation, Defining Moments class speaker
7. **Mark Trudeau**, President and CEO, Mallinckrodt Pharmaceuticals, Century Club speaker
8. **Melissa Bean**, Chairman, Midwest Region, JPMorgan Chase, speaker at an event hosted by BioSTL
9. **Shaker Sadasivam**, EMBA '99, President and CEO, SunEdison Semiconductor, Ltd., Boeing Center for Technology, Information, and Manufacturing Operational Excellence speaker
10. **Mary Jo Gorman**, MD, EMBA '96, Lead Managing Partner, Prosper Capital, Executive MBA graduation speaker
11. **Diane Sullivan**, Trustee, Washington University; CEO, President, and Chairman of the Board, Caleres (formerly Brown Shoe), Defining Moments class speaker
12. **Rob Reeg**, President, MasterCard Operations and Technology, MasterCard Incorporated, Specialized Masters graduation speaker
13. **Shelley K. Lavender**, EMBA '03, President, Boeing Military Aircraft, Boeing Defense, Space & Security, Professional MBA graduation speaker
14. **David Levy**, BSCHS '84, Controller, ExxonMobil Chemical Company, MBA Corporate Finance and Investments platform speaker
15. **Bridget Blaise-Shamai**, MBA '92, Managing Director, Customer Loyalty and Insights, American Airlines, class speaker
16. **Chester Yang**, Executive Leadership Development Program '06, Bunge China CEO, Bunge, Executive MBA Shanghai Residency host
17. **Mary Mack**, President and Head, Wells Fargo Advisors, LLC, Wells Fargo Investing in People, Businesses, and Communities event speaker



Pictured left to right:

Rose A. Windmiller, Associate Vice Chancellor, Government and Community Relations, Washington University

Felicia Pulliam, JD, Development Director, FOCUS St. Louis

Rich McClure, Retired President and COO, UniGroup, and commission cochair

Bethany A. Johnson-Javois, MSW '02, CEO, St. Louis Integrated Health Network (IHN), and commission managing director

Amanda Moore McBride, MSW '95, PhD '03, Washington University Brown School of Social Work



A More Diverse Olin

Embrace diversity. Live inclusively. Those words are at the core of Olin's commitment to making the school a place where everyone feels welcome, valued, and respected. These two pages highlight some of the diversity and inclusion initiatives under way at Olin. The Olin community—students, faculty, staff, and school friends—is working together, engaging in dialogue, and moving forward with shared goals.



► OLIN DIVERSITY AND INCLUSION COMMITTEE

This spring, Olin announced the members of a newly created Olin Diversity and Inclusion Committee, charged with furthering the school's efforts to make Olin more diverse, open, and inclusive. This committee, which includes students, faculty, and staff, will closely examine Olin's current culture, academic and professional development, student recruitment and admissions, and the diversity of faculty and staff. At all times, the committee will coordinate with Washington University and its efforts on this front.

Committee members:

8 students, 2 faculty, 6 staff



Olin student Symone Palmer designed the graphics for Olin's Diversity and Inclusion Committee. She is studying marketing and design, and will graduate in May 2018.



► OLIN'S DEFINITION OF DIVERSITY AND INCLUSION

Olin Business School defines diversity as an intentional practice of inclusion and acceptance aimed at recognizing, understanding, and infusing the differences of all members of our community. We believe our differences are used to unify and enrich the Olin community, and encourage open and ongoing dialogue. These differences, which include all aspects of identity, add richness to the Olin experience and reflect the importance of respect for all people.



This definition augments Washington University in St. Louis's understanding of diversity and complements its efforts to promote an environment of inclusion and acceptance.

Olin welcomes all aspects of identity into our community, including but not limited to race, ethnicity, gender, sexual orientation, socioeconomic status, age, ability, religious beliefs, political beliefs, physical appearance, sex, nationality, and veteran status.



► JASON PURNELL: "FOR THE SAKE OF ALL"

Jason Purnell, assistant professor at the Brown School, discussed the report "For the Sake of All," a multidisciplinary project on the health and well-being of African-Americans in St. Louis. Professor Purnell was the lead researcher on the project, and spoke in the Frick Forum on September 15 to an Olin audience along with the greater WashU community.



► WHITE HOUSE WORKING FAMILIES BUSINESS SCHOOL MEETING

Dean Mahendra Gupta and Mark Brostoff attended a meeting at the White House on August 5, 2015, about expanding opportunities for women in business. Representatives from Olin and more than 40 other leading business schools committed to best practices for recruiting, training, and retaining women leaders in the 21st-century workplace, and affirmed the importance of implementing policies for working families.



► OLIN DIVERSITY AND INCLUSION EXPO

A Diversity and Inclusion Expo was held in conjunction with Olin's annual Welcome Cookout on Monday, August 31. Sponsored by Olin's Diversity and Inclusion Committee, the Expo hosted clubs, organizations, and departments from across campus, with the goal of building community and connecting students, faculty, and staff with diversity and inclusion resources and information.

Diversity and Inclusion Resources represented at the Expo

- Center for Diversity & Inclusion
- Disability Resources (within Cornerstone)
- Diversity & Inclusion for Faculty and Staff (DIFFS)
- Elevate (Women in Business) Undergraduate
- The Faculty & Staff SafeZones Training
- Graduate Business Student Association (GBSA)
- International Business Association
- Kathryn M. Buder Center for American Indian Studies
- Latin American Business Association (LABA)
- LGBT Student Involvement & Leadership
- National Black MBA Association (Undergraduate Chapter)
- Office of the Provost
- Olin Black MBA Association
- Olin BranchOut
- Olin Diversity & Inclusion Committee
- Olin Diversity Council (ODC)
- Olin India Club
- Olin Japan Association
- Olin Women in Business (OWIB)
- TAMID (Israel Business Club)
- Washington University Human Resources, Diversity Education
- Washington University Libraries Diversity & Inclusion Resources



► BSBA CONSULTING IN FERGUSON

This fall, Olin undergraduate students are participating in two pilot projects to assist small businesses in Ferguson, Missouri, that have suffered economically since the violence and protests in the region last year. This new Small Business Initiative, modeled after CEL practicum projects, plans to expand beyond Ferguson. The goal for student consulting teams working with community partners is to find solutions to marketing and strategic growth challenges faced by local business owners.

“As an institution of higher learning, Olin has a responsibility to set an example so our graduates carry the standards of diversity and inclusion with them as leaders in the business world.”

—Dean Gupta

► MBA DIVERSITY TRAINING

A new program for first-year MBA students, called “Designing an Inclusive Culture,” has been introduced to the first semester. Facilitated by a consulting group specializing in diversity, this three-part series of workshops covers a breadth of topics including personal identity, social identity, unconscious bias, dynamics of diverse teams, and the business case for diversity and inclusion.

► WESTON CAREER CENTER DIVERSITY RECRUITING HAPPY HOUR

Weston Career Center, in collaboration with the Olin Diversity Council, Olin Women in Business, the Olin Latin American Business Association, Olin BranchOut, and the Olin Black MBA Association, sponsored two recruiting happy hours in September of this year. Approximately 65 to 70 students and more than 20 firms attended each event, aimed at highlighting Olin's student population whose identities have historically been underrepresented in the workplace.



► WESTON CAREER CENTER A+ GOLD CERTIFICATION

The OUT for Work Career Center Certification Program certified Weston Career Center (WCC) as an A+ Gold Level Career Center with a 100 percent score. This certification is earned by providing career information, tools, resources, and programs to lesbian, gay, bisexual, transgender, and queer students. Of the 150 career centers considered, WCC was only one of three to receive the A+ certification.

▶ Watch highlights of the Diversity and Inclusion Expo on the Olin Business School YouTube channel magazine playlist.

**Embrace diversity.
Live inclusively.**



"The staff at the Career Center consistently delivers quality service, anticipates our needs as an employer, and partners effectively to ensure we're reaching our goals."
—Recruiter

NUMBER
OF HIRING
COMPANIES

BSBA
186

MBA
117

SMP
76

OLIN BY THE NUMBERS

Class of 2015
Career Placement

MEDIAN SALARY

BSBA \$61,000 ^

MBA \$100,000

SMP \$58,000 v

"WHILE AT OLIN I GAINED
A FRAMEWORK TO BETTER
UNDERSTAND WHAT LEADERSHIP
IS. I LEARNED TO TAKE A
CLOSER LOOK AT MY ACTIONS,
WHAT THEY MEAN, AND HOW
THEY INFLUENCE PEOPLE."

—OLIN ALUM

The Weston Career Center
ranked in the TOP 5 for
BSBA and MBA student
placement among TOP 50
business schools for 3+ years.

From rankings by US News and World Report
and Bloomberg Businessweek

REPORTED OFFERS

BSBA	MBA	SMP
99%	97%	95%

SOURCE OF ACCEPTED OFFER

	BSBA	MBA	SMP
WCC Services	42%	34%	43%
Internship	28%	34%	28%
Alum, Faculty, or Staff Referral	8%	12%	11%
Personal Network	15%	17%	16%
Other Student- Initiated Activity	7%	3%	2%

"People at Olin are very
open and willing to reach
out to help others. It's
great to be a student
in an environment where
I feel my peers push
me to achieve more."

—Olin Student



Women & Leadership



Maxine Clark



Michelle Duguid

The Women & Leadership course launched in fall 2014 with a dynamic duo of coteachers, Michelle Duguid, associate professor of organizational behavior, and Maxine Clark, founder and former CEO of Build-A-Bear Workshop. This course examines career paths, challenges, and choices for women in today's workplace. As Clark and Duguid prepared for their second year of teaching together, we asked them to reflect on lessons learned during their inaugural course.

CLARK: Michelle, why did you create this course, Women & Leadership?

DUGUID: We've definitely come further than our mothers and grandmothers, but there still needs to be work done in this area. Women are still not reaching the top levels of organizations. I think it's still important to show our students some of the strategies that they can put in place and what their organizations can do to help women reach the path they want for their careers.

CLARK: I think it's allowed us to really have a semester-long conversation about what leadership is in general. Not just women in leadership, but leadership in general, and what we as women can bring to the table in a business environment. I'm really looking forward to enhancing the class this year based on what we learned from our first group of students.

DUGUID: Were there any surprises for you in what the speakers shared?

CLARK: I think one of my favorite classes was Kathy Kramer talking about personal branding and creating your presentation—your own personal pitch. And I thought that sometimes we don't think about ourselves as an individual brand and stand up tall for our own selves.

DUGUID: Anne-Marie Slaughter was amazing. I think she was one of the most popular speakers that we had. Her message really resonated with the students. Even with undergrads who aren't necessarily thinking about kids and family yet, but still they really connected with her and her message. She drew in the students, and I think they got a different way of thinking about work-life balance.

CLARK: I thought she was a great speaker. We were really lucky to have her. Anne-Marie and our other speakers said they wished they could have had a course like ours when they were in college. You know that it would have been really helpful to start out your work life understanding different things about leadership from real people with experience. There's more humanity to leadership than probably meets the eye.



Watch the full conversation between Maxine Clark and Professor Michelle Duguid on the Olin Business School YouTube channel magazine playlist.



DUGUID AND CLARK INVITED AN ALL-STAR LINEUP OF SUCCESSFUL EXECUTIVES INTO THE CLASSROOM.



Anne-Marie Slaughter
President and CEO,
New America Foundation



Jill Barad
Former Chairman
and CEO, Mattel



Kathy Button Bell
VP and CMO, Emerson



Kathy Cramer, PhD
Founder and Managing
Partner, The Cramer
Institute



David Farr
Chairman and CEO, Emerson



Mary Anne Sedey
Partner, Sedey Harper, P.C.



Phebe Farrow Port
SVP, Global Management
Strategies; SVP and Chief of
Staff Executive Management
Initiatives, Estee Lauder
Companies



Francine Katz, AB '80
Consultant and Former Chief
Communications Officer,
Anheuser-Busch, Inc.

BE BOLD. BE CONFIDENT. BE COURAGEOUS.

Words of Wisdom from Olin Alumnae

A record-breaking 40 percent of the MBA Class of 2017 is women. They are a diverse and driven cohort, women who will undoubtedly become leaders in a wide range of industries when they graduate. We asked a few of our successful alumnae to share career-building advice and their views on diversity in the workplace.

Shelley Lavender, EMBA '03, challenges women to “Be bold, be confident, be courageous.” Lavender is president of Boeing Military Aircraft, Boeing Defense, Space, and Security. She shared four areas where students should focus during business school:

Networking opportunities. Provide all students the opportunity to meet people of different backgrounds.

Breadth of experience. Students need exposure in areas beyond business. Take a course outside of business to broaden the context around projects and interests. Interaction among disciplines gives everyone more confidence.

Team projects. Learn how to collaborate, listen, value other perspectives, and gain confidence in your own views. (Olin already does a very good job at this, Lavender says.)

Assessment tool. Students need tools to self-reflect, understand their strengths, and figure out how to address their weaknesses.

Lavender was honored as a distinguished alumna this year (see pages 6 and 7), and is a strong advocate for a diverse workplace. “Diverse perspectives create value in the workplace. When we collaborate, when we listen to one another, we learn from one another.”

Scarlett Foster, EMBA '00, advises students to find a mentor. “I didn’t have mentors—either women or men—until the later stages of my career,” says Foster, who worked for Monsanto Company for nearly three decades. “I wish I’d had them long before. Studies show that women often don’t have mentors, much less sponsors, in their careers, compared to men who may have several mentors.”

Since retiring from Monsanto, Foster has been an active participant in the Olin Women’s Mentor Program that pairs professional women with sophomore female students to participate in networking activities and one-on-one advising. Foster has mentored eight students over the past four years, and enjoys keeping in touch with them after graduation. “If you have a good mentor relationship, it should be a lifelong relationship.”

“The last thing we want to do is neutralize diversity. We want to leverage it. When we can form teams with complementary strengths leveraging that diversity—not neutralizing it—wow, that’s the team I want to be on.”

—Shelley Lavender

Olin’s Women’s Leadership Forum is a nondegree certificate program that has grown in popularity since its inception in 2011.

Susan L. Lang, founder and CEO of HooPayz and an adjunct professor in the program, believes business schools need to have more targeted courses like the Forum, where women can freely discuss the challenges of the workplace. “Men are raised to be competitive,” says Lang, “while women are better at collaboration and reluctant to take risks.” Lang was a senior executive at BJC and Express Scripts before starting her own healthcare services company. “Business schools need to push women out of their comfort zones to be in situations where they are required to take risks. If women can practice that in the safe zone of school, they will have more confidence on the job.”

Barbara H. Boyle, BSBA '79, chief operating and financial officer of the Saint Louis Science Center, is another advocate of mentoring combined with strong career counseling. “Counsel students to be proactive, and ask a practitioner about career positions of interest. What does that job really entail day-to-day? What does the contact person really like about the position? What don’t they like? Talk to a professional in that field to really understand what to expect and whether it’s a good fit.”

Boyle expects an increase of women in upper management will bring “more creativity and innovation, better problem-solving, and greater reach with customers; all of these ultimately leading to higher growth and financial success for diverse businesses.”

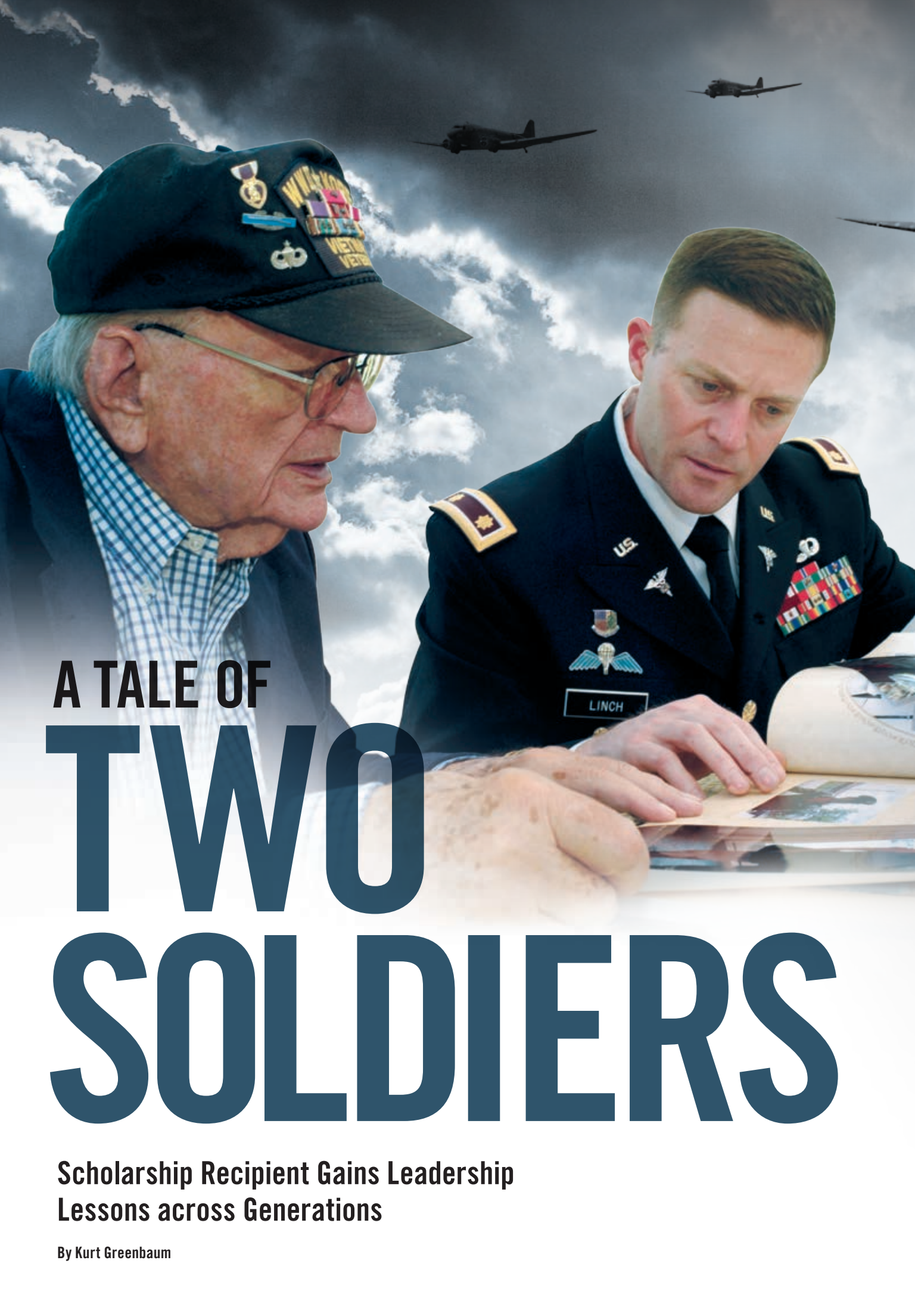
“Companies with more women at the top outperform others.”

—World Economic Forum 2014 report on the Global Gender Gap

“With a more diverse workplace, the sky is the limit,” predicts **Amy Altholz**, BSBA/MSBA '02, a partner at RubinBrown LLP. “I have been so inspired and energized by the strong women leaders I’ve had the privilege to meet and work with—their communication skills, open-mindedness, compassion, and innovation complement other leadership styles so well, and I know that a more balanced workplace will bring only positive change.”



Students at a Meet-the-Firms networking event.



A TALE OF TWO SOLDIERS

Scholarship Recipient Gains Leadership
Lessons across Generations

By Kurt Greenbaum



In the early morning of March 24, 1945, Army 2nd Lt. John H. Von Der Bruegge's plane crossed the Rhine River bearing explosives meant to destroy German bridges. When enemy gunfire washed his plane in flames, the 20-year-old ordered his platoon to follow him as he parachuted out fewer than 1,000 feet from the earth.



erman guns destroyed 22 planes from Von Der Bruegge's unit that day during Operation Varsity, the largest one-day airborne operation of World War II, as Allied forces gained a foothold in northern Germany.

Seventy years and three weeks later, Army Maj. Rodney Linch, MBA '15, sat in Von Der Bruegge's San Antonio home as the retired colonel, a 33-year Army veteran of three wars, recounted that experience and many more.

"When he was telling the story, I felt like I was there," said Linch, 41, recipient of Olin Business School's John H. Von Der Bruegge Jr. Scholarship.

"I can't imagine being 20 years old, leading men in battle—the horrors he witnessed, the responsibility, the accountability of being so young and having so much on his shoulders."

Though grateful for the scholarship, Linch knew nothing about its namesake until he received a letter in November 2014. That letter put him on a path that led to their meeting on April 15, 2015. "I thought you might like to know a little about the man for whom the scholarship is named," wrote Karen Von Der Bruegge, MBA '77. "Dad was a paratrooper during World War II . . . He was truly one of the Greatest Generation."

Karen Von Der Bruegge, a veteran of marketing assignments with Fortune 500 companies through much of her post-Olin career, endowed the scholarship as a gift to her father, specifically to benefit students with military backgrounds.

Because of Army regulations, Linch could not have realized his MBA goal—and stayed in the military—without a full scholarship.

Dumbstruck by Karen's letter, he knew he had to get to know her father. Ultimately, Olin agreed to underwrite the cost of Linch's daylong visit to Texas so the pair could meet.

"I'm over the moon that it went to someone like Rodney," Karen said. Of the four scholarship recipients, Linch was the first her father, 90, has met. "They just seem to be in such alignment in terms of their principles."

Both Linch and Von Der Bruegge started their military careers young. Both were paratroopers, both met and married their spouses while serving. Both forged their initial leadership philosophies while serving in Army combat assignments.

Linch credits his Olin coursework for helping him hone and refine his leadership skills. Von Der Bruegge had no such formal training.

"This man was born to lead," Linch said.

Von Der Bruegge, born in Jefferson City, Missouri, received his draft notice on his 18th birthday during his senior year in high school. Three days after graduating in May 1943, he was on a bus to Jefferson Barracks Military Post. Soon after basic and advanced training, he was recommended for Infantry Officer Candidate School. And by October 1944, three months shy of his 20th birthday, Von Der Bruegge had graduated as a second lieutenant—the youngest officer Infantry OCS had produced at that time.

Shot and severely injured in the leg during ground combat after he landed during Operation Varsity, Von Der Bruegge was hospitalized until August 1945. He required about two years to fully recover, and the injury aborted a potential career pitching for the St. Louis Cardinals.

As a field artillery officer, Col. Von Der Bruegge lived and breathed precision. In the civilian world it's often called competence. And without it, careers stall and, eventually, end.

Von Der Bruegge remained in the Army nearly 33 years, serving combat assignments in Korea and Vietnam, as well as Pentagon assignments on the Army staff, the Joint Chiefs of Staff and in the defense secretary's office. After retiring from the military in 1976, he joined a Washington, DC-based patent law firm as its CEO.

In their meeting, Linch said the colonel spoke often of integrity, preparation, training, and competence as core requirements for good leaders. "Colonel Von Der Bruegge affirms everything I've learned about leadership from men and women who exemplify the concept," Linch said. "His post-Army success shouldn't have surprised me. He simply remained 100 percent true to his leadership style."

Before starting his Olin MBA, Linch served as medical planner and operations officer for the 82nd Airborne Division, coordinating all the medical supply needs for an infantry combat team of 3,500 fellow paratroopers during Operation Enduring Freedom in Afghanistan.

Now that he's graduated, Linch is preparing for his next assignment: chief of medical materiel at the US Army Medical Materiel Center-Europe, in Pirmasens, Germany—about 240 miles from where Von Der Bruegge leaped from a burning plane.

Linch wanted to meet Von Der Bruegge to learn his leadership lessons—and maybe get some advice about how long to remain in the military. He walked away from the

meeting with two mentors— Von Der Bruegge and his daughter—and a profound respect for the principles they represent. It's those principles, he said, that subsequent scholarship recipients need to understand and appreciate.

"They really need to know about this man, and just as importantly, they need to know about Karen," Linch said.

"I'm much more grateful for the scholarship because I know who it's coming from."

▶ See Rodney Linch discuss his visit with the Von Der Bruegge family on the Olin Business School YouTube channel magazine playlist.

THE COLONEL'S DAUGHTER

Karen Von Der Bruegge, MBA '77, jokes about making "the barbecue circuit" since leaving Olin Business School, leading marketing efforts for major companies in Houston, Dallas, Memphis, Charlotte, and Kansas City. She developed new products for Mars, Inc., launched the Embassy Suites brand, is credited with introducing branding in the casino industry at Harrah's, and led the marketing efforts for Belk Department Stores and a private financial institution in Kansas City.

Karen is currently on a sabbatical from her career while caring for her parents and mentoring younger executives. She endowed an Olin scholarship in her father's name as a Christmas present to him, to honor his service and to support other veterans and their dependents. Karen was delighted that her father could meet Rodney Linch and share the leadership lessons she had heard growing up. "This meeting couldn't have been scripted any better," she said. "It was magical."



Rodney Linch visited the Von Der Bruegge family at their home in San Antonio, Texas. From left to right: Helen and Karen Von Der Bruegge, Rodney Linch, and Col. Von Der Bruegge. Thanks go to the MBA Graduate Program and Alumni & Development for making the meeting possible.



BANKING ON DISRUPTION

2015 OLIN CUP WINNERS
ARE SET TO CHANGE THE
WAY MONEY WORKS

By Kurt Greenbaum



In a grainy video from 1995, recently retired talk show host David Letterman tells Microsoft founder Bill Gates that he doesn't own or use a computer, but he's curious.

LETTERMAN:

"What about this Internet thing?
Do you know anything about that?"

GATES:

"Sure."

LETTERMAN:

"What the hell is it, exactly?"

"David Letterman couldn't wrap his head around why something like the Internet could be important," says Dave Sutter, AB '14. "Even Bill Gates couldn't understand the magnitude of what the Internet would do 20 years ago."

Sutter believes the new blockchain technology is as baffling and misunderstood by the general public today as the Internet was two decades ago. Sutter and three WashU classmates won the 2015 Olin Cup entrepreneurial competition with a software product based on blockchain that drives virtual or cryptocurrencies like bitcoin. He and his fellow entrepreneurs are convinced that blockchain technology has the potential to disrupt the global finance industry by changing the way money is transferred between buyers and sellers, and lenders and borrowers.



Casey Lawlor and David Sutter

WHAT IS BLOCKCHAIN?

To say the definition of blockchain is technical is an understatement. In simple terms, blockchain is software that maintains a continuously growing list of data records that are protected against tampering. This database is hosted on computers running the software. It's essentially open-source software based on highly sophisticated mathematical algorithms that make transactions: **1.** seamless, **2.** virtually instantaneous, and **3.** without the personal information required by credit card transactions.

In essence, blockchain replaces conventional banking's "trusted third parties" by creating a public ledger of all transactions that are continuously and publicly verified as safe. This eliminates the cost and delays of third-party verification typical in traditional banking transactions.

"Sending money around the world is going to drop in price," explains John W. Ratcliff, a St. Louis software developer and member of the St. Louis Bitcoin Users Group. "It is about to become obscenely cheaper," says Ratcliff, who has written extensively on the blockchain phenomenon.

Ratcliff calls services such as Western Union "dead men walking." Such financial intermediaries, he says, will be increasingly irrelevant as blockchain technology grows.

FROM DORM ROOM TO DISRUPTIVE TECHNOLOGY

Dave Sutter and Casey Lawlor, AB '14, first heard about blockchain software from WashU classmates who were dabbling in the nascent blockchain exchanges for the cryptocurrency bitcoin. They were intrigued. Never mind that Sutter was majoring in political science, and Lawlor was majoring in psychology with a minor in marketing. They steeped themselves in the world of bitcoin and blockchain. They learned all they could about the virtual currency, the complex mathematics behind it, and its potential to disrupt the existing banking system.

"Once we really got into it, it kind of consumed us," said Sutter. "This entrepreneurial spirit was born in our college dorm room, and we went for it."

The Bitcoin Society was Sutter and Lawlor's first startup in 2013. They, along with a team of WashU students from Olin and other disciplines, were bent on aggregating and sharing news about the new technology—as well as providing consulting services to potential users.

Sutter and Lawlor eventually connected with a Lexington, Kentucky-based startup called "Love Will Inc.," founded by software developers Lamar Wilson and Lafe Taylor. The developers had created a bitcoin "wallet" application necessary for anyone who wants to transact business with bitcoins. Sutter and Lawlor pitched a version of this bitcoin wallet in the Olin Cup competition, but eventually abandoned it for another one of Love Will Inc.'s products called "Fluent."

In simple terms, blockchain is software that maintains a continuously growing list of data records that are protected against tampering.



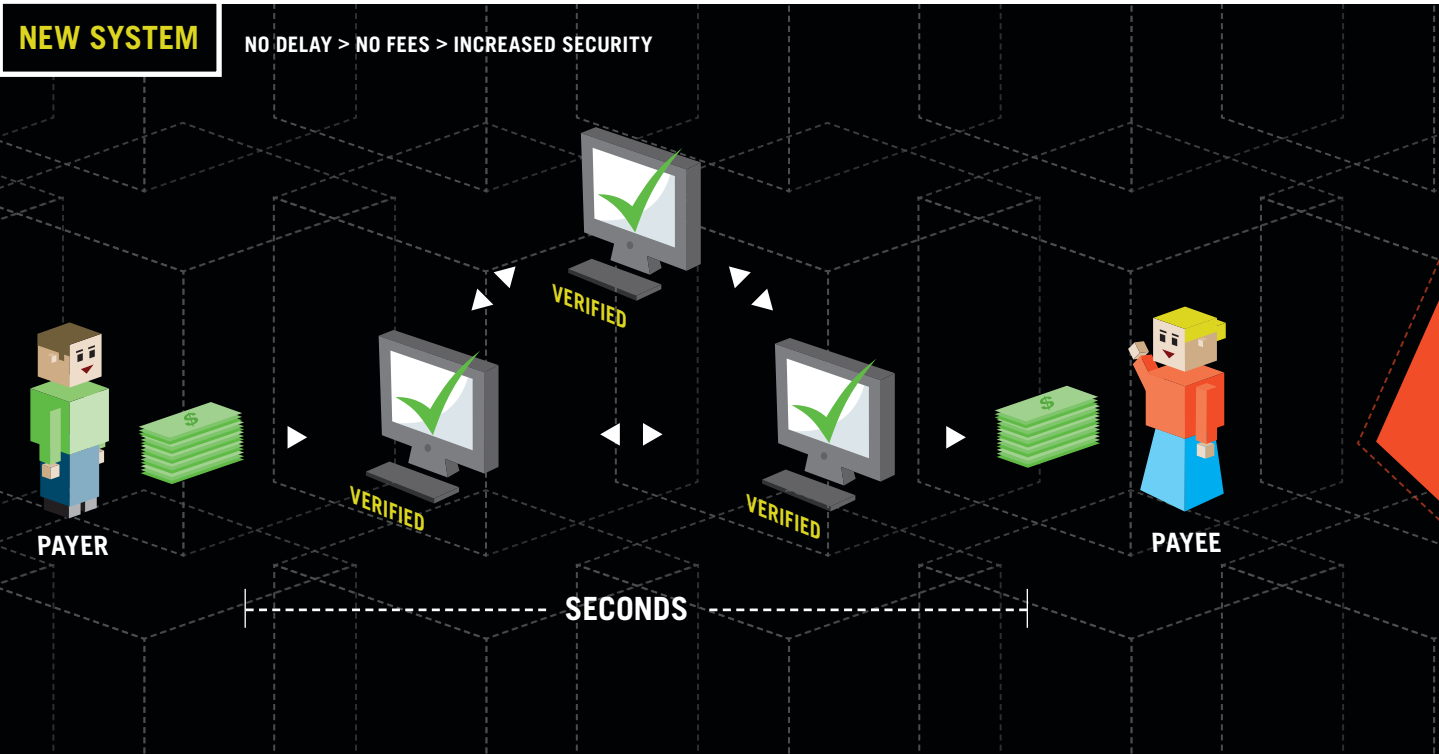
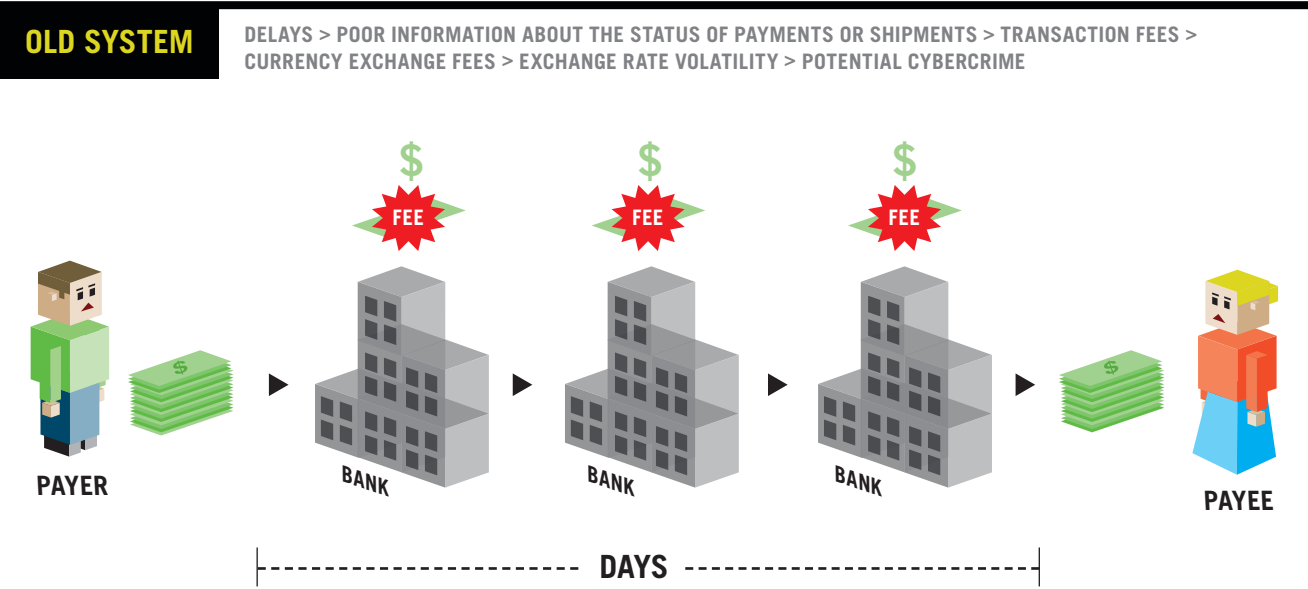
ELIMINATE THE MIDDLEMAN

Unlike most other blockchain-powered applications, Sutter and Lawlor’s Fluent application allows users to transfer dollars, not virtual currency. According to Lawlor, business-to-business cross-border payments amount to \$22 trillion a year globally. Those transactions come with delays, poor information about the status of payments, transaction fees, currency exchange fees, exchange rate volatility, and potential cybercrime.

By using Fluent, global businesses could bypass conventional banking and eliminate more than \$1 trillion in annual transaction fees worldwide, according to the product’s pitchmen.

Fluent will charge customers a flat subscription fee, and currency exchange fees will be substantially lower than those charged by the traditional banking system. Lawlor and Sutter predict Fluent could generate \$60 million in revenues within three years.

“A lot of banks are starting to hire talent in the blockchain space,” Lawlor said, acknowledging the race to apply the technology commercially. “It’s not if. It’s when. Obviously, we want to be the first to do it.”



BANKS FLIRT WITH CRYPTOCURRENCY

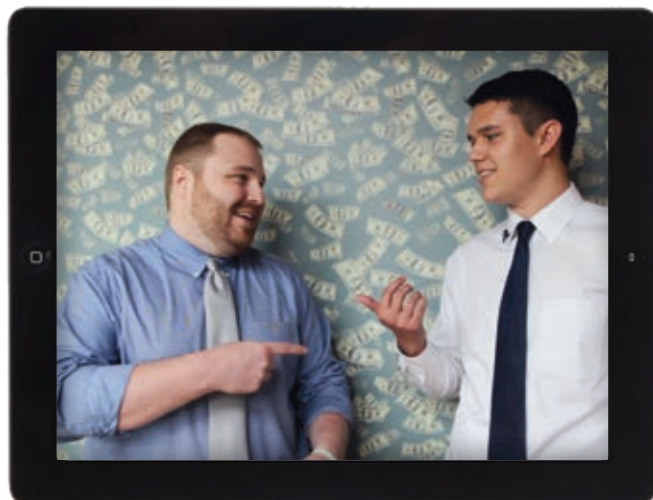
“Banks are certainly investing time in exploring the implications of the bitcoin-blockchain and blockchain technologies,” said economist David Andolfatto, a vice president for the Federal Reserve Bank of St. Louis. Andolfatto has written and lectured about cryptocurrency. “Money service businesses are constantly trying to stay ahead of their competitors.”

There are several recent examples of traditional financial institutions experimenting with the new technology. Investment firm BNY Mellon has created its own cryptocurrency to operate an employee recognition program. The venture capital arm of Citigroup is mentoring startups that work with the technology. A wing of the Nasdaq stock market is launching blockchain technology to issue, transfer, and manage private-company securities. And earlier this year, Goldman Sachs co-led a \$50 million investment in blockchain developer Circle Internet Financial.

Stuart I. Greenbaum, former dean and Bank of America Professor Emeritus of Managerial Leadership at Olin, said, “The banking system is certainly not a model of efficiency, especially when you layer on the levels of regulation they’ve been required to submit to. It’s an area of the economy ripe for disruption,” he continued.

Still, Greenbaum and others are skeptical that virtual currencies will be the disruptive force that rattles the financial world. In fact, Bitcoin has had some challenges. For one, in its brief life, bitcoin has been a notoriously volatile form of currency, ranging in value from \$2 to \$1,000 over the past five years. And like other forms of currency, bitcoin has been used for unsavory practices, including the recently dismantled Silk Road black market site, which only accepted bitcoin.

“There’s definitely a lot of public perception issues with bitcoin and blockchain technologies at large,” Sutter acknowledged. “This is really only five or six years old. These public perception issues spawn from people, not the technology itself. There are always going to be bad people using good things for bad purposes.”



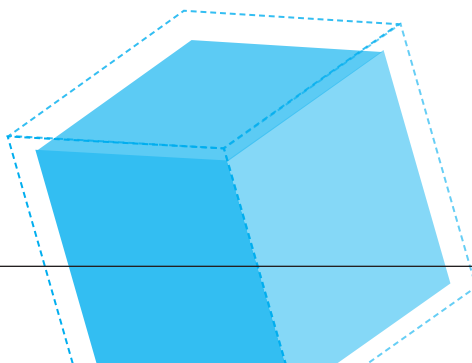
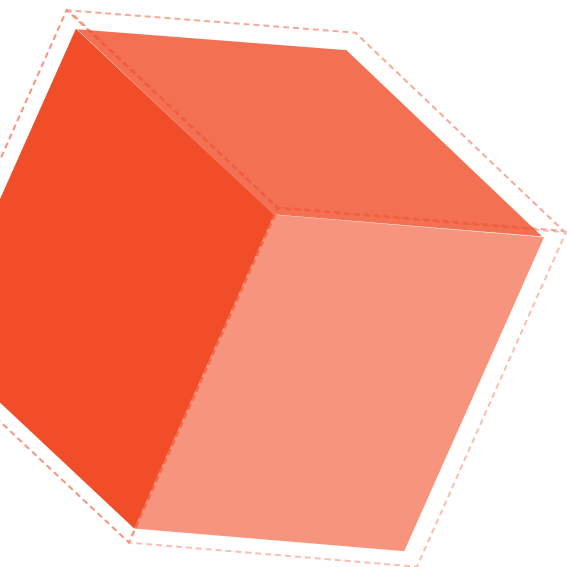
▶ Watch Casey Lawlor and Dave Sutter deliver their Elevator Pitch on the Olin Business School YouTube channel magazine playlist.

BLOCKCHAIN’S FUTURE IS BRIGHT

The good news is that tech startups creating applications with blockchain and other alternative payment systems like PayPal, Apple Pay, and Square are attracting interest from investors. Love Will Inc. has successfully graduated from two startup accelerators—Capital Innovators in St. Louis and Boost VC in San Mateo, California. This fall, the company has been selected to participate in the St. Louis-based FinTech accelerator SixThirty, where entrepreneurs with a working product focus on sales and pipeline management, marketing, use of social media, and fundraising.

To date, Fluent has raised close to \$1 million from investment funds managed by Tim Draper, Thomson Reuters, and early-stage venture firm 500 Startups. Fluent has recently doubled its team, bringing on five developers and four advisors, including Tom Niermann, former head of technology and partnerships at Google; Andre Trudell, managing director of capital markets, and Dave Bauer, vice president and regional manager, both with UMB; and Beth Schulte, a senior financial executive. Fluent is currently in talks with several large firms and banks about establishing pilot programs and partnerships in the St. Louis area and beyond.

“We are very sure we can execute on this plan,” said Lawlor. Momentum is building, according to the confident 23-year-old entrepreneur. “We are tremendously excited to apply bleeding-edge technology to a very large problem and help rewire the world’s financial circuits.”





OLIN *Celebration* WEEKEND

WE'RE
—BRINGING—
*Everyone
Together*
THIS YEAR

April
14 TO 17

TWO THOUSAND SIXTEEN

*Save
THE
Date*

NEW IN 2016!

Join us for a weekend-long celebration of alumni achievement. Your favorite time-honored Olin traditions will now coincide with the annual Reunion at Thurtene Carnival. Reconnect with the Olin community, and remember what it means to be an Olin graduate.

alumni.wustl.edu/OlinCelebration

EMERGING LEADERS RECEPTION

We are proud to recognize the leadership of our recent alumni with the second annual Emerging Leader Awards. Celebrate the accomplishments of these successful innovators with us at a reception on Thursday, April 14, 2016.

DISTINGUISHED ALUMNI AWARDS DINNER AND SYMPOSIUM

Join us on Friday, April 15, 2016, for a celebration honoring Olin Business School alumni who have attained distinction in their careers. On Saturday, April 16, the honorees will also share their stories of success during a morning panel discussion.

GRADUATE REUNION CELEBRATIONS BY PROGRAM

Alumni are invited to return to campus and renew their pride in being part of our community. The following classes will be honored in 2016:

1965, 1966, 1970, 1971, 1975, 1976, 1980, 1981, 1985, 1986, 1990, 1991, 1995, 1996, 2000, 2001, 2005, 2006, 2010, 2011, 2014, 2015

Class Notes

1950s

Richard Plat, MBA '57, Corona del Mar, CA, retired in 1998 and now spends winters in Palm Desert, CA, and summers in Newport Beach, CA. He is enjoying life, trading options daily and playing golf several times a week.
richard-plat@sbcglobal.net

1960s

Theodore Chura, BSBA '61, Duluth, MN, offers this advice to Olin grads who are early in their careers: Always maintain the highest integrity and honesty, no matter how difficult. tedcgo@yahoo.com

Hal Daub, BSBA '63, Omaha, NE, an elected member of the Board of Regents for the University of Nebraska System, recently received a Distinguished Alumni Award from the University of Nebraska Alumni Association. The recipient of a Distinguished Alumni Award from WashU, he served in the US Congress from 1981 to 1989, representing the Second Congressional District. He was twice elected mayor of Omaha, serving from 1994 to 2001.

William "Bill" Wisely, BSBA '65, Sonoma, CA, worked for Target in Minneapolis during the company's explosive growth and in 1986 moved to Sausalito, CA, to retire. He currently owns and manages a home construction and development company.



Terry Schnuck, PMBA '80

Terry Schnuck appears (first row, seventh from left) with his coproducers and the cast and crew of the Broadway musical *Fun Home*. Nominated for a dozen 2015 Tony Awards®, *Fun Home* won five—including best musical, best book of a musical, and best direction of a musical.

St. Louisan and coproducer Mike Isaacson provided this photo.



David Shores, BSBA '67, Kailua, HI, opened Ameriprise Financial in Kailua two years ago and now has a team of four.
david.shores@ampf.com

Robert Matlock, BSBA '68, McKinney, TX, recently delivered a speech, "Ethics—The Rules Can't Keep Pace," at a seminar sponsored by the Association of Attorney Mediators.
rjmatlock@wmmlaw.com

1970s

Walt Woerheide, MBA '71/PhD '77, Media, PA, continues to serve as vice president of academic affairs at The American College of Financial Services. He also holds the Frank Engle Chair of Financial Security.
wworheide@comcast.net

Alan Meyer, MBA '75, Bloomingdale, IL, served last year as interim president at Concordia University Chicago, where he is completing his 10th term as executive vice president.

Maurice Hirsch, MBA '76/PhD '77, Chesterfield, MO, retired as volunteer business manager of Chesterfield Arts, Inc., a community nonprofit arts agency. The author of four books of poetry, he has attended photo workshops in Italy and New Zealand.

James Pandjiris, CFA, MBA '76, St. Louis, worked for 25 years in investment banking and securities research at A.G. Edwards & Sons, Inc. (now Wells Fargo Advisors). The 2015–16 academic year marks his 11th year as an adjunct faculty member in

WHAT'S
NEW?

SHARE YOUR NEWS!

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



FOLLOW OLIN ON TWITTER
[@WUSTLbusiness](https://twitter.com/WUSTLbusiness)



Charles Robin, BSBA '87

Charlie Robin joined Capitol Theatre, Yakima, WA, as CEO in early 2015 after 14 years as executive director of WashU's Edison Theatre. Capitol Theatre's three diverse venues offer a full schedule of large-scale national tours, town hall speaker events, performances by the Yakima Symphony Orchestra, and youth theatre arts programming.

finance at the University of Missouri–St. Louis, where he enjoys teaching.

Joseph Pereles, MBA '78/JD '78, St. Louis, was elected to serve on the Compliance and Mediation Committee of the International Red Cross as the representative of the Americas region. Previously, he served nine years on the National Board of Governors of the American Red Cross.
joe.pereles@druryhotels.com

1980s

Stuart Manewith, BSBA '81, Chesterfield, MO, writes that his daughter Julia graduated summa cum laude from the University of Missouri's Trulaske College of Business and will attend cosmetology school in 2015–16.
stu.manewith@blackbaud.com

Joanne Joria, MBA '82, Champaign, IL, soon will depart for a two-year assignment at the US Embassy–Kabul, Afghanistan. Her daughter Meghan just completed an MA degree in film production, and her son Matthew recently graduated with a BS degree in biology. *joriaj@state.gov*

Donald Skelton, EMBA '86, Fort Myers, FL, is chairman of MIP Technology Corporation, a wholly owned subsidiary of Equitech International.
dskel777@me.com

David Shogren, MBA '89, St. Louis, received the SBA Exporter of the Year Award for Eastern Missouri and was honored this past May during SBA Small Business Week. The University of Missouri Extension Service tapped him for its Excellence in Business Award for outstanding achievement in business management, government contracting, job creation, and revenue generation.
dave@usi-foods.com

Hélène Tragos Stelian, MBA '89, Chicago, IL, self-published a second edition of *Getting Ready for Baby*. On her blog, Next Act for Women, she writes about women who have reinvented

themselves in midlife. As a blogger for the Huffington Post, she opines on topics related to midlife, women, and parenting.

1990s

Keith Boudreau, EMBA '91, Merrimac, MA, is a partner at Newport Board Group.
Keith.Boudreau@NewportBoardGroup.com

Seth Diamond, BSBA '93, New Milford, NJ, is a real estate agent with Keller Williams in Ridgewood, NJ, serving the Bergen County area. He invites friends and former classmates to share their news and catch up. *seth.diamond@kw.com*

Andrea (Blumberg) Andreasson, MBA '94, Svedala, Sweden, is enjoying working half time at IBM Global Business Services, allowing her to spend more time with her three children: Filippa, age seven, and twins Markus and Rebecka, age five.

Elaine Leo, BSBA '94/MHA '96, Searcy, AR, is a trainee in psychiatric medicine at White County Medical Center, a general medical and surgical hospital.
memphisjeepgirl@yahoo.com

Stephen Newell, PMBA '95, Chesterfield, MO, is responsible for customer success; including implementation, support, training, and upgrades, at TopOPPS, a sales pipeline analytics platform that allows customers to predict the likelihood of their sales cycle.
newell_stl@yahoo.com

Stephanie Linn, BSBA '98, Wilmette, IL, recently relocated to Chicago with her husband, Seth Krantz, and their four-year-old son. Stephanie continues work as a senior manager for Deloitte Tax LLP, and Seth is an attending thoracic surgeon with NorthShore University Health System. *steph.linn@gmail.com*

Adam Meister, BSBA '98, Reisterstown, MD, specializes in early-stage cryptocurrency business promotion and financing with a focus on companies in developing nations. He is currently working with a solar energy company based in Cape Town, South Africa, that will revolutionize bitcoin financing and usage.
adam@bitcoinmeister.co.za

Carin Ohnell, MBA '99, New York, NY, earned a master's degree in public health from Columbia University in October 2014. *Ohnellc@yahoo.com*



Khairussaleh Ramli, BSBA '89

Khairussaleh Ramli, CEO and managing director of RHB Capital Berhad, Malaysia's fourth-largest bank by assets, is making a mark in the financial world. A recipient of the Best CFO in Malaysia award from Alpha Southeast Asia (2012), he also is a two-time winner of Finance Asia's Best CFO in Malaysia award (2010 and 2011).



**CENTURY CLUB
BUSINESS SERIES**

Eric Maddox, January 28, 2016



**WASHU SPORTS HALL OF FAME
INDUCTION CEREMONY**

February 12, 2016



Adam Stanley, BSBA '95

Adam Stanley recently joined DTZ, a global property services firm, as global chief information officer, providing strategic and operational direction for technology across the firm's global regions. Previously, he held senior technology positions with Aviva PLC, the world's sixth-largest insurer, and Aon, a leading global provider of risk management, insurance, and reinsurance brokerage.

Paul Trost, MBA '99, Chicago, IL, is a senior vice president at GreatBanc Trust Company. pdtrst@gmail.com

Katsuyuki Yamashita, PhD, MBA '99, Minoh, Japan, was promoted to chair and professor in the Department of Management at Otomon Gakuin University.

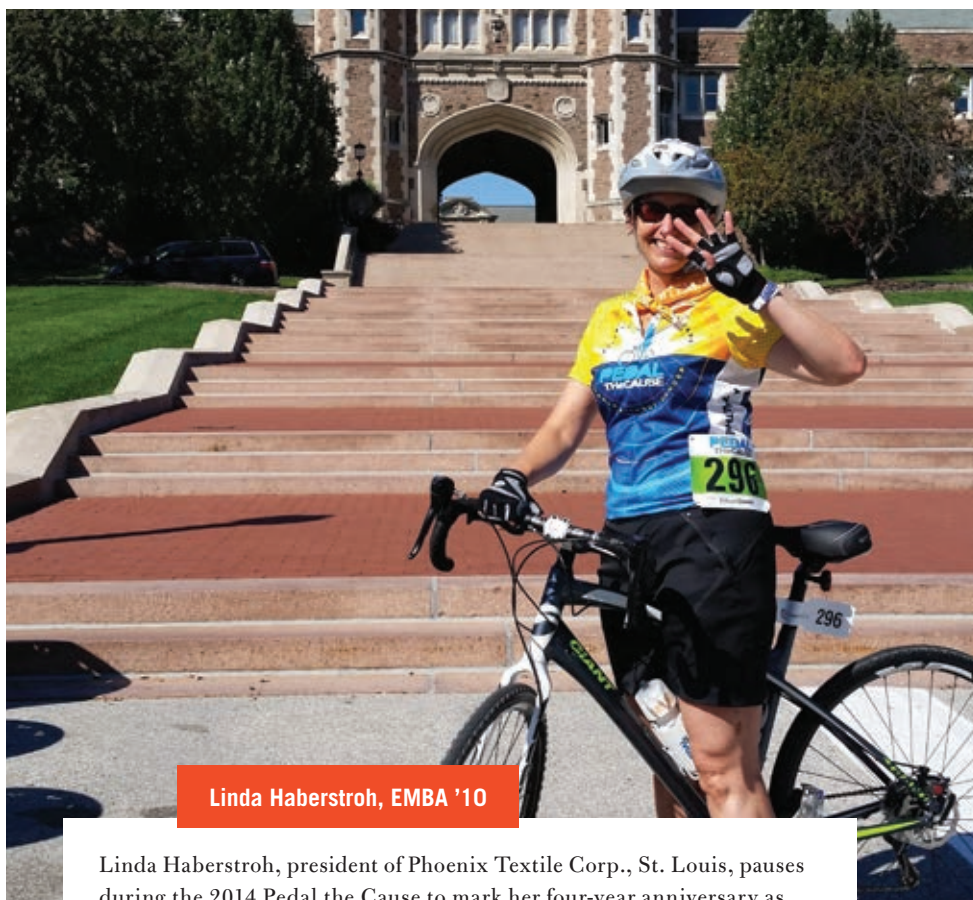
2000s

Debbie Schultz, BSBA '00/MSBA '00, Maryland Heights, MO, was in Washington, DC, in April 2015 to receive the Conference of General Auditors' inaugural Federal Reserve System Auditor of Excellence Award. She was tapped for



JUST PUBLISHED

Hélène Tragos Stelian, MBA '89



Linda Haberstroh, EMBA '10

Linda Haberstroh, president of Phoenix Textile Corp., St. Louis, pauses during the 2014 Pedal the Cause to mark her four-year anniversary as a breast cancer survivor. Diagnosed in the last six months of her EMBA studies, Haberstroh recognizes the support of her classmates and teachers with an annual photo in front of Brookings Hall.

the peer-nominated award in recognition of her efforts toward fulfilling the mission, vision, values, and goals of the Conference of General Auditors.

Alexander V. Pavlov, MBA '01, Moscow, Russia, is executive chief auditor for ANK Bashneft. Pavlovalv@bashneft.ru

Angel Lupercio, MBA '02, Kansas City, MO, was recently promoted to co-portfolio manager for the Scout International Equity Strategy and the Scout International ADR Strategy at Scout Investments.

John Murphy, MBA '02, Mill Valley, CA, was named head of institutional mortgage sales for Piper, Jaffray & Co. Jmurphy@alum.wustl.edu

Tricia Copeland, PMBA '03/MIM '03, St. Louis, recently opened Fresh Art Studios, a studio and event rental company, in Webster Groves, MO. copelandtl@hotmail.com

Wesley Huffstutter, MEM '02/MBA '03, Ann Arbor, MI, is CEO of QuadMetrics, a cyber risk analytics company. wes@quadmetrics.com

Tim Jordan, PMBA '03, LaBarque Creek, MO, is leading the development of e-commerce and mobile applications for Suddenlink.com. Tim.jordan@suddenlink.com

Robert "Rob" Maurer, EMBA '03, Ballwin, MO, recently formed The Maurer Business Law Firm, specializing in contract negotiations, corporate, employment, finance, litigation management, and real estate matters, among other practice areas. rob@maurerbizlaw.com



CELEBRATION WEEKEND

April 14-17, 2016

Brian Weinstock, PMBA '03, St. Louis, is a member of the executive committee and the strategic planning committee at Danna McKittrick, P.C. bweinstock@dmfirm.com

Emily (Reinhart) Adeleke, BSBA '04, Washington, DC, joined the Finance and Markets Global Practice at the World Bank after six years as a financial sector specialist at the US Department of the Treasury.

Federico Spagnoli, MBA '04, London, UK, has been in London for a year now, having relocated from Miami as part of a new assignment with AIG. In his current position, he is responsible for all consumer insurance operations in Europe, Africa, and the Middle East. He is interested in connecting with WashU alums in London. federico.spagnoli@aig.com

Jim Hawkins, AB '94/PMBA '05, Granite City, IL, was recently promoted to senior director of sales consulting for Oracle Corporation's Cloud Platform for Digital Business division, responsible for all national accounts in North America. james.hawkins@oracle.com

Peter Kelleher, PMBA '05, St. Louis, recently relocated from Dublin, Ireland, to become IT project leader at Mallinckrodt.

Taewoo "Thomas" Kim, MBA '05, Puyallup, WA, was promoted to project leader of wooden pallet management for all Amazon facilities in the US. thomakim@amazon.com

Bryce Bowman, EMBA '06, Chicago, IL, is founder and principal of high-performing HOA (Homeowner's Association) Management at Community 1st Advisors. bryce@c1a.com

Donna Huang, EMBA-Shanghai '06, Singapore, was certified by WorldatWork, The Total Rewards Association in the US, as a Certified Compensation Professional® and a Global Remuneration Professional®. donna.huang@europtronic.com

Randy Beck, MBA '07, St. Louis, is brand director for Nestlé Purina PetCare. randy.o.beck@gmail.com

Katherine (Ballmann) Nowak, MSPT '99/EMBA '07, Marthasville, MO, received a full scholarship to attend the American College of Healthcare Executives 2015 Executive Leadership Training program and was one of 67 individuals from the private, public, and nonprofit sectors to be accepted into the Focus St. Louis 2015–16 Leadership St. Louis Class. nowakatherine@gmail.com

Jeffrey Rubin, BSBA '07, New York, NY, left Bain & Company in early 2015 to become president of Testrite Visual. Founded by his great-grandfather in 1919, the company manufactures custom and stock displays, sign frames, banner stands, exhibits, trade show displays, and point-of-sale fixtures.

Bethany Curd, BSBA '08/AB '08, Evanston, IL, is enrolled in the MBA program at Kellogg School of Management.

Chunyu Ho, MSF '08, Hangzhou, China, set up a hedge fund focused on China's A-shares market. 18668004390@163.com

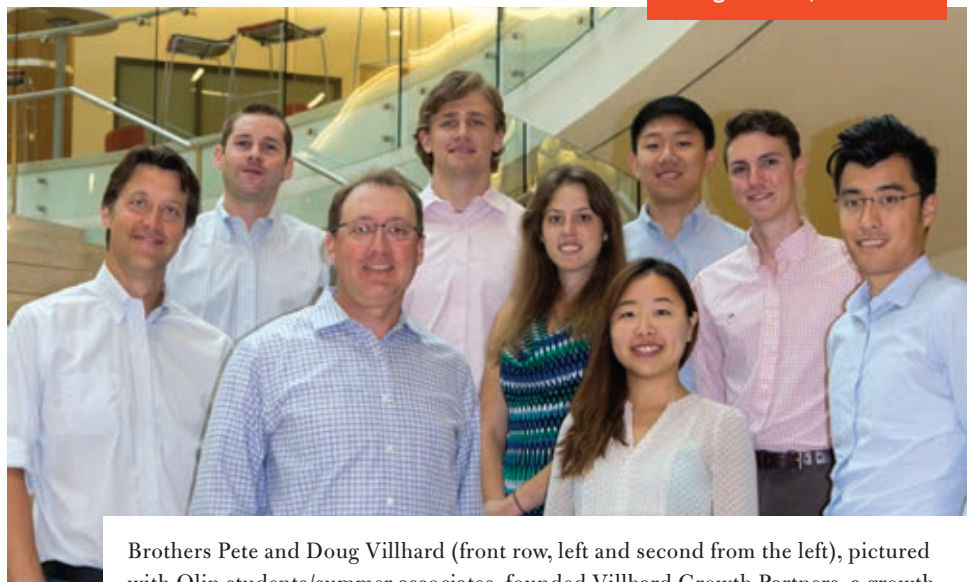
Hairong "Jane" Li, MBA '08, Johnson City, TN, recently relocated with her husband from Shanghai, China, to the beautiful mountains of east Tennessee. Janeli@wustl.edu

Alexander Sakowitz, BSBA '08, New York, NY, recently earned an MBA degree from NYU's Stern School of Business. sakowitza@gmail.com

Steven Fales, MBA '09, Canton, MI, and his wife, Amanda, recently celebrated their 10th wedding anniversary. sfales7@yahoo.com

Joseph Hodes, PMBA '09, St. Louis, was promoted to director of development at the National Corn Growers Association, responsible for industry relations, membership services, fundraising, leadership training, and grassroots advocacy. joehodes@yahoo.com

Doug Villhard, EMBA '13



Brothers Pete and Doug Villhard (front row, left and second from the left), pictured with Olin students/summer associates, founded Villhard Growth Partners, a growth buyout firm, this year. Doug Villhard says working with Olin students through practicum projects and internships has contributed to the successful launch of the firm. He is also cofounder of Second Street, a developer of online solutions for local media companies.

▶ Watch the Villhards on the Olin Business School YouTube channel magazine playlist.



FRIEND OLIN ON FACEBOOK
facebook.com/OlinBusinessSchool



VISIT OLIN ON YOUTUBE
youtube.com/OlinBusinessSchool

2010s

Christine “Carly” (Anderson) Berryman, AB '09/MBA '13, Minneapolis, MN, was promoted to senior associate marketing manager on General Mills' Yoplait Greek Yogurt.

Wee Yee “Thomas” Cheong, EMBA-Shanghai '13, Wanchai, Hong Kong, was promoted to vice president–North Asia, by Principal Financial Group. In this capacity, he oversees the company's operations and relationships in Hong Kong and Mainland China, and works with other company units to grow the firm's interests in pension and asset management.
tomcwy@yahoo.com



Paul Shao, EMBA-Shanghai '13

Paul Shao is the new managing director of Olin's Executive MBA program in Shanghai. To further the program's mission of preparing senior-level professionals in China and other parts of Asia for global leadership, he is focusing on recruiting students, supporting the faculty, and providing added value to the program's 670 Shanghai-based graduates.

▶ Watch Paul Shao on the Olin Business School YouTube channel magazine playlist.

Anthony Lancia, EMBA '13, Chesterfield, MO, is vice president of industry relations at AGC of Missouri.
alancia@agcmo.org

Michael Maloney, EMBA '13, Niceville, FL, is commander of Joint Special Operations Air Detachment, Central Africa, for the US Air Force.
Michael.S.Maloney@gmail.com

Lauren Ortwein, BSBA '13, Los Angeles, CA, is paid-search manager for Maxus, a global network of local media agencies with services that include digital marketing, social media strategy, SEO, data analytics, and marketing ROI evaluation.

Bradley Baskir, BSBA '14, Newton, MA, was promoted to experienced associate at PwC Consulting. Working at the firm's Boston office, he is applying the knowledge and skills he gained from his finance studies at Olin to find efficiencies, cut costs, and enhance performance for client companies.

Ron Cole, EMBA '14, St. Louis, was promoted to managing director–market development by Nestlé Purina, responsible for portfolio strategies with the company's strategic retail partners.

Dan Sikora, MBA '14, Troy, MI, is a commodity manager, Contract Manufacturing & Electronics, Eaton Corporation, Vehicle Group North America.
sikora.dan@outlook.com

Xiaoliu “Sophia” Yang, MSF '14, Wheeling, IL, is an associate with Discover Financial Services.

Melissa Bentley, PMBA '15, St. Charles, MO, is vice president of global marketing communication for Carboline Company.
mbentley@carboline.com



Jana Gregorek, PMBA '15

Jana Gregorek, senior client solutions strategist at Edward Jones (at right), and her mother, Colleen Dusek, PMBA '86, director of finance at Deli Star Corporation, both left Olin Business School with more than a hard-earned diploma. Gregorek was born while Dusek was a student at Olin; and Gregorek's daughter Caroline was born during Gregorek's MBA studies.

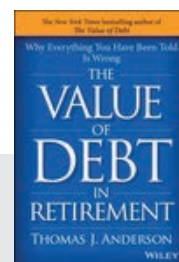
Daniel Eisenberg, PMBA '15, Belleville, IL, is a contractor to the US Department of Agriculture, working on guaranteed loan projects.
daneisenberg@gmail.com

Samantha Lavin, BSBA '15, Woodland Hills, CA, is a management trainee with McMaster-Carr.

Bejoy Mathew, PMBA '15, Dardenne Prairie, MO, was awarded a US patent for an invention that opens the door to super-intelligent payment cards. His article on leadership excellence was recognized by HR.com, a leading portal promoting leadership content to the human resources community.
bejoymathew@yahoo.com

Justin Wexler, BSBA '15, Delray Beach, FL, is an investment analyst with Technology Crossover Ventures, which provides long-term financial, strategic, and operational support to tech companies.
jawexler@wustl.edu

Jonathan Wixom, PMBA '15, St. Louis, is now vice president at Health Capital Consultants, a healthcare economic and financial consulting firm.



CONNECT WITH OLIN ON LINKEDIN

Search Olin Business School, join group or follow Olin's University page

JUST PUBLISHED

Tom Anderson, BSBA '96

Births and Adoptions

- Doug Green, BSBA '89**, Chicago, IL, and his wife, Tatiana, welcomed a second child, Alexander, May 13, 2015.

Lindsey (Wurzel) Glass, BSBA '00, and **Brian Glass MBA '00**, Chesterfield, MO, are the proud parents of a second child, Sadie, born October 19, 2014. *Lindseyglass@hotmail.com*
- Jeff Lash, BSBA '00**, and **Leslie Hinyard, PhD, AB '01/MSW '04**, St. Louis, brought Han home from Shanghai, China, December 25, 2014. Han, who was born February 20, 2012, joins older sisters Esme and Brynn. *jeff@jefflash.com*

John Murphy, MBA '02, and **Lisa Tjelmeland, MSW '01**, Mill Valley, CA, welcomed a son, Thorlak John Murphy, May 21, 2014. *Jmurphy@alum.wustl.edu*
- Willie Choi, PhD, BSBA '05**, and **Julia Katz, AB '06**, Pittsburgh, PA, welcomed their first child, Brynn Hyelin Choi, January 29, 2015.

Tamuiria Sykes, BSCHS '00/MEM '06/PMBA '07, Maynooth, Ireland, and her husband, Michael McMahon, welcomed their first child, Ella Maria McMahon, March 30, 2015.

Steven Fales, MBA '09, Canton, MI, and his wife, Amanda, welcomed their third child, James, September 29, 2014. *sfales7@yahoo.com*

Marriages and Engagements

- Isadore Barton Jr., BSBA '73**, O'Fallon, IL, to Dagne Moore-Joy, May 30, 2015. *isadorebarton@sbcglobal.net*

Isha (Ruparel) Seth, BSBA '98, Nova Scotia, Canada, to Sachin Seth, DDS, May 9, 2015. *ishaseth@icloud.com*
- Katherine (Mabuce) Jaster, MBA '10**, Minnetonka, MN, to Dane Jaster, May 9, 2015.

Matthew Lohmann, BSBA '10, Dallas, TX, to **Katie McWhorter, MBA '09**, September 20, 2014. *mhllohmann@gmail.com*
- Christine "Carly" (Anderson) Berryman, AB '09/MBA '13**, Minneapolis, MN, to **Andrew Berryman, BSBA '10**, October 25, 2014.

Richard Ockers, BSME '08/MBA '15, Houston, TX, to Gina Ockers, May 30, 2015. *richard.ockers@gmail.com*

In Memoriam



Arthur McWilliams

Arthur McWilliams, BSBA '49, passed away on August 23 at the age of 86.

Art McWilliams and his wife Marge have been enthusiastic supporters of Washington University and Olin Business School for many years. As charter members of the Scholars in Business program, they have been sponsoring students since 1979. Their support includes three endowed and three annual scholarships, and funds for future scholarships through the Brookings Partners program. The McWilliams named the Art and Marge McWilliams Computing Center and the McWilliams Faculty Lounge in Simon Hall, and helped fund an outdoor terrace at the Danforth University Center. In 2004, Art and Marge McWilliams were named Olin Dean's Medalists.

The couple's generosity supported the McWilliams Fitness Center in the Athletic Complex in 1995. They began sponsoring the annual McWilliams Classic in 2001, recognized as the finest women's basketball tournament in NCAA Division III. Recently, they made a leadership gift toward the Gary M. Summers Recreation Center, scheduled to open in 2016.

Art McWilliams received a Distinguished Alumni Award from Washington University in 1981. He was also a 1996 inductee into the Washington University in St. Louis Sports Hall of Fame; a founding member of the W Club, which raises funds to support WashU Athletics; chair of the Eliot Society Membership Committee for Athletics; and a member of the Alumni Board of Governors.

Art is survived by Marge, his wife of 50 years, his sister, Jean Meredith, and more than 20 nieces and nephews.



Andrew Neal Westermeyer

Andrew “Neal” Westermeyer, AB '67/MBA '70, passed away April 3, 2015, at the age of 71. As the alumni and development chair for Washington University's Phoenix Regional Cabinet since 2012, he helped the university achieve a stronger presence and closer ties among alumni in Phoenix.

An award-winning marketing executive and chief operating officer for more than 30 years, Neal Westermeyer held positions as director of marketing for Ralston Purina Company, vice president of marketing for Nabisco Brands Inc., vice president of marketing for Humana Inc., and executive vice president and chief operating officer for National Health Enhancement Systems. In recent years, he assisted several startup companies to successfully obtain funding.

He is survived by his wife, Paula; his son Andrew Westermeyer and daughter Susan Westermeyer Jones (BSBA '94); two grandchildren; and three siblings.

1940s

Victor A. Ellman, BSBA '40/MA '50, St. Louis, November 12, 2014

Alvin M. Sachar, BSBA '40, St. Louis, July 11, 2014

H. Thomas Dunck, BSBA '41, Williamsburg, VA, January 28, 2015

Norman Kessler, BSBA '42, Pompano Beach, FL, September 2, 2014

Calvin H. East Jr., BSBA '43, Charleston, SC, April 3, 2015

Semon K. Frelich, BSBA '43, St. Louis, August 31, 2014

Gloria V. (Grafe) Krimmel, BSBA '45, St. Louis, July 6, 2014

Mildred (Gendler) Mellman, BSBA '45/AB '45, St. Louis, November 12, 2014

Stanley A. Gitt, BSBA '47, St. Louis, June 10, 2015

John A. Moritz, BSBA '47, Florissant, MO, July 26, 2014

Evelyn (Pepper) Rosenberg, BSBA '47, St. Louis, April 21, 2015

Edward D. Schapiro, BSBA '47, St. Louis, February 7, 2015

Roy G. Schwerdtmann, BSBA '47, San Diego, CA, November 11, 2014

Shirley (Dawidoff) Sparks, BSBA '47, St. Louis, January 31, 2015

Juanita J. (Johnson) Alden, BSBA '48, Bloomfield, CT, February 27, 2015

Richard M. Arnold, BSBA '48, St. Louis, March 31, 2015

Lt. Col. Robert L. Garlich, BSBA '48, St. Louis, September 24, 2014

Melvin E. Kern, BSBA '48, Manchester, MO, February 4, 2015

Albert M. Melman, BSBA '48, St. Louis, September 11, 2014

James E. Russell, BSBA '48, St. Louis, August 29, 2015

Leonard Sova, BSBA '48, St. Charles, MO, November 18, 2014

John H. Stitt, BSBA '48, St. Louis, October 31, 2014

Thomas E. Weber, BSBA '48, Delray Beach, FL, April 18, 2015

Earl T. Wilson, BSBA '48, Bradenton, FL, September 30, 2014

George S. Goding, BSBA '49, St. Louis, March 4, 2015

Charlyne (Goldman) Shifrin, BSBA '49, Scottsdale, AZ, February 18, 2015

Walter S. Hosea, BSBA '49, Winter Springs, FL, June 30, 2015

Francis W. Huelskoetter, BSBA '49, Chesterfield, MO, February 19, 2015

Doris W. (Dahlen) Ittner, BSBA '49, St. Louis, August 23, 2014

Robert C. Kane, BSEN '48/BSBA '49, St. Louis, June 14, 2015

Sigmond S. Langsam, BSBA '49, St. Louis, May 20, 2015

Robert P. Lepping, BSBA '49, Housatonic, MA, August 17, 2014

Walter E. Martin, BSBA '49, St. Louis, November 17, 2014

Meade M. McCain Jr., BSBA '49, Ballwin, MO, March 15, 2015

Harold E. Miller, BSBA '49, Inverness, IL, September 30, 2014

Edward C. Moehle, BSBA '49/JD '56, Pekin, IL, September 13, 2014

Eugene F. Paust Jr., BSBA '49, Austin, TX, November 20, 2014

Bernard J. Rankin Jr., BSBA '49, Laguna Woods, CA, February 18, 2015

Herbert Rogul, BSBA '49, St. Louis, December 5, 2014



LEADING *Together*

The Campaign for Washington University

together.wustl.edu

1950s

H. John Ellis Jr., BSBA '50,
Juno Beach, FL, April 24, 2015

Donald L. Kuchenbuch, BSBA '50,
Newport News, VA,
March 3, 2015

Edgar A. Martin, BSBA '50,
Hannibal, MO,
December 25, 2014

Ruth M. (Schmid) Meyers, BSBA '50,
Edmonds, WA,
January 6, 2015

Simon Rosenbaum, BSBA '50,
Chesterfield, MO,
March 1, 2015

Arnold M. Schrier, BSBA '50,
St. Louis, February 6, 2015

William C. Stewart, BSBA '50,
Raleigh, NC, June 11, 2015

Raymond F. Albers Jr., BSBA '51,
St. Louis, July 26, 2014

Lawrence A. Kennedy Jr., BSBA '51,
Chandler, AZ,
October 28, 2014

Harold N. Kravin, BSBA '51,
St. Louis, August 25, 2014

Edwin G. Leever, BSBA '51,
Rancho Cordova, CA,
June 02, 2015

John William Rolando, BSBA '51,
Kansas City, MO,
November 12, 2014

Emmett A. Schmitt, BSBA '51,
Springfield, IL, June 29, 2015

Miriam (Sarasohn) Sohn, BSBA '51,
Boca Raton, FL,
June 17, 2015

Marie R. (Middleton) Westenhiser, BSBA '51,
Tucson, AZ, August 31, 2014

Norman Zaltsman, BSBA '51/JD '52,
St. Louis,
January 24, 2015

Jerry L. Cary, BSBA '52,
Wayne, PA, January 6, 2015

Shirley D. (Schwier) Garrett, BSBA '52,
Foristell, MO,
June 1, 2015

Hon. Alphonso H. Voorhees, BSBA '52/JD '52,
St. Louis,
August 26, 2014

Bernard W. Weitzman, BSBA '52/JD '54,
St. Louis,
January 6, 2015

Lowell F. Black, BSBA '53,
O'Fallon, MO, October 7, 2014

Robert I. Recht, BSBA '53,
St. Louis, July 9, 2014

Lawrence N. Weenick, BSBA '53/JD '58,
St. Louis,
September 2, 2014

Sam D. Weinstein, BSBA '53,
Chesterfield, MO,
January 5, 2015

Anthony G. Weston, BSBA '53,
Ballwin, MO, October 31, 2014

David L. Ziska, BSBA '53/MBA '56,
Palmetto Bay, FL,
March 8, 2015

Patricia A. (McGee) Giles, BSBA '54,
St. Louis,
November 28, 2014

Alan H. Goodman, BSBA '54,
Austin, TX, June 10, 2015

June Ellen (Grebe) Kilo, BSBA '54,
St. Louis, May 21, 2015

Peggy G. (Gwynn) Hemker, BSBA '55,
Marietta, OH,
April 12, 2015

Bernard G. Rubin, BSBA '55,
Denver, CO, September 4, 2014

Dennis C. Clark, AB '52/MBA '56,
St. Louis, December 17, 2014

Gerald C. Hurt, BSBA '56,
St. Louis, October 16, 2014

Michael Woyetz, BSBA '56,
Fullerton, CA, March 10, 2015

Richard M. Henneberger Jr., BSBA '57,
Eagan, MN,
August 7, 2014

Howard J. Indermark Jr., BSBA '57,
Mineola, TX,
February 4, 2015

E. George Koestner, BSBA '57/MBA '64,
Cupertino, CA,
December 24, 2014

Howard H. McGee Jr., BSBA '57,
St. Louis, MO,
March 16, 2015

Daniel E. Rogers, BSBA '57/JD '65,
St. Louis, May 12, 2015

Robert E. Allen, BSBA '58,
St. Louis, July 1, 2014

James E. Ayers, MBA '58,
Millbury, OH, March 11, 2015

James M. Mosby, MBA '58,
Ballwin, MO, August 28, 2014

Harry C. Niederbremer, BSBA '58,
Chesterfield, MO,
October 18, 2014

Clinton S. Tobias Jr., BSBA '58,
Wilmette, IL, April 30, 2015

Robert P. Tschudy, BSBA '58,
St. Louis, September 18, 2014

Edward A. Gulewitz, BSBA '59,
Ballwin, MO, June 20, 2015



Robert F. Marchesi

Robert F. Marchesi, MBA '66, passed away February 2, 2015, in Dallas at the age of 75. After earning a BA in business administration from Quincy College, he earned an MBA with honors from Washington University and began a successful investment career.

After working as a stock analyst with Harris Trust & Savings Bank in Chicago, Robert Marchesi joined Waddell & Reed Inc., Kansas City, Kansas, as a senior investment analyst in 1969, and later became vice president and director of portfolio, economic, and technical research. In 1974, he cofounded DeMarche Associates, in Overland Park, Kansas.

A pioneer in the institutional investment consulting industry, he was a past president of the CFA Society, Kansas City, and a past advisor of the Center for Research on Security Prices at the University of Chicago.

He is survived by his wife, Julie; a son and a daughter; and two granddaughters.



FOLLOW OLIN ON INSTAGRAM
[instagram.com/wustlbusiness](https://www.instagram.com/wustlbusiness)



VISIT OLIN'S BLOG
olinblog.wustl.edu

Gunther N. Kohn

Gunther N. Kohn, BSBA '50, a dear friend and supporter of Olin Business School, a business leader, and a philanthropist, passed away May 16, 2015, at the age of 88.

Gunther Kohn's story is one of tragedy, courage, and determination.

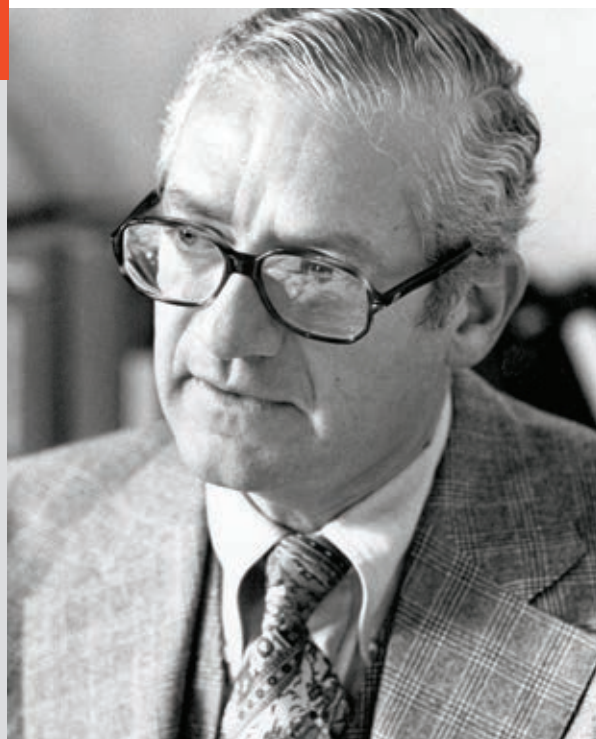
Born to Jewish parents in Berlin in 1926, his mother died when he was 10. While Kohn was attending boarding school, he—along with all Jewish children—was sent back to Berlin in 1938, where he was placed in a Jewish orphanage. Shortly before he was scheduled to be sent to a concentration camp, Kohn was rescued by a family friend, who bought him a ticket on the last ship leaving Germany before war was declared. Kohn, whose sisters had been sent to South America, reunited with his father in New York City after the voyage.



With help from the National Council of Jewish Women, Kohn and his father settled in St. Joseph, Missouri, a few years later. After graduating from high school, Kohn joined the US Army to help his new home country in the war effort. Because he spoke native German, he was recruited by the Office of Strategic Services, the predecessor to the CIA. Kohn found himself back in Berlin, doing undercover work to find war criminals and bring them to justice.



After the war, Kohn relocated to St. Louis and studied accounting at Washington University under the GI Bill. After graduation, he took a job selling business forms and started what would



become the Jerome Group, a commercial print and direct mail company. Kohn grew the company to more than 300 employees and sold it in 2006, assuming the position of chairman of the board.

Having lived as a displaced person after the Holocaust, Kohn wanted this story to be told and understood. With his wife Doris, he helped establish the St. Louis Holocaust Museum and Learning Center in Creve Coeur, Missouri, by contributing to the creation of learning stations that tell the stories of Holocaust survivors.

Kohn and his wife Doris have been longtime generous supporters of Olin Business School and were founding sponsors of Olin's Scholars in Business Scholarship Program.

Kohn received a Distinguished Alumni award from Olin Business School in 2000. His family and many friends have established the Gunther N. Kohn Memorial Scholarship in his honor. If you wish to make a gift in support of this scholarship, please call Nancy Barter at 314-935-9053.

Gunther Kohn is survived by his wife Doris, of 64 years, his daughter Julie (Dan Swift), son Andy (Diana), his sister Rita, and four grandsons.





Gary Zimmerman

Gary Zimmerman, EMBA '06, died September 26, 2014, while hiking with his wife on the Conundrum Trail in Aspen, Colorado. At the time of his death, he lived in the foothills of the Rocky Mountains in Niwot, Colorado. He was an executive vice president at Karcher Denver.

He traveled the world for both business and pleasure, visiting more than 10 countries and most of the United States. An outdoorsman and sportsman, Gary Zimmerman found his lifelong passions—hunting and fishing—while growing up in Iowa.

He is survived by his wife Susan; two children; three brothers; and loving nieces, nephews, grandnieces, and grandnephews.

Bernard G. Kohm, BSBA '59,
St. Louis, March 22, 2015

1960s

Francis W. Cheatham, MBA '60,
Ava, IL, June 14, 2015

Philip H. Plack, MBA '60,
St. Louis, March 11, 2015

**Melvin N. Reiss, BSCE '48/
MBA '60,** Naples, FL,
January 26, 2015

**David H. Pett, BSBA '61/
MBA '62,** Concord, CA,
December 4, 2014

**Eugene F. Anthony, BSEN
'43/MBA '62,** St. Louis,
December 17, 2014

Barry G. Mandel, BSBA '62,
Chesterfield, MO,
December 8, 2014

Steven E. Slater, BSBA '62,
Wimauma, FL,
November 3, 2014

John R. Erler, MBA '65,
Alton, IL, December 16, 2014

Stephen H. Schnieders, MBA '67,
St. Louis, September 9, 2014

**John A. Beck, BSIE '54/
MBA '68,** Florissant, MO,
August 19, 2014

Robert A. Ullrich, PhD '68,
Jamestown, RI,
January 14, 2015

Herbert A. Reznikoff, MBA '69,
Encino, CA, November 11, 2014

**Martha L. (Kuehn) Roos,
BSBA '69,** St. Johnsbury, VT,
July 26, 2014

**William A. Warmann Jr.,
BSBA '69,** St. Charles, MO,
April 24, 2015

1970s

**Robert W. Bidlingmeyer, MBA
'71,** Ada, MI, May 15, 2015

**James T. McCullin, BSBA '71/
MBA '72,** Hockessin, DE,
January 11, 2015

Marcus A. Boyer, MBA '72,
South Orange, NJ,
November 26, 2014

E. David Powers, MBA '72,
Ballwin, MO, November 4, 2014

Harold Alan Lorenz, MBA '74,
St. Louis, January 28, 2015

**Richard Boyden Freschi,
BSBA '77,** St. Louis,
February 19, 2015

1980s

**Bonnie S. (DuBois) Hilton,
MBA '80,** Western Springs, IL,
October 14, 2014

Robert T. Wosewick, MBA '83,
Milwaukee, WI, March 9, 2015

Mark Barnabas Szabo, BSBA '84,
Thorpe, England,
February 27, 2015

Alan Roy Monken, PMBA '85,
Overland Park, KS,
June 15, 2015

**Denis P. Hackett, BSAE '61/EMBA
'86,** St. Louis, May 18, 2015

Erika Janice Rotheim, BSBA '86,
New York, NY,
September 28, 2014

John T. McSweeney, EMBA '89,
St. Louis, October 19, 2014

Joanne Ellen Spiegel, MBA '89,
St. Louis, July 10, 2014

1990s

Charles P. Allen, EMBA '92,
St. Louis, October 19, 2014

**Christopher John Davidson,
PMBA '92,** St. Louis,
October 24, 2014

David Joseph March, EMBA '96,
St. Louis, March 31, 2015

2000s

**Mark Anthony Von Hatten,
PMBA '03,** Fairview Heights, IL,
June 25, 2015

FRIENDS OF OLIN

Jeanne (Kaufman) Ansehl,
St. Louis, February 2, 2015

Shirley Cohen,
St. Louis, March 21, 2015

Jill M. (Doerr) Lustberg,
St. Louis, November 12, 2014

Jerré S. Minner,
St. Louis, August 19, 2015

Jane O'Neill,
St. Louis, October 11, 2014

Thomas A. Schweich,
St. Louis, February 26, 2015

Joan Spradling,
Chesterfield, MO,
November 10, 2014

Jewell Wood,
Bonne Terre, MO,
October 26, 2014

Miki Zimring,
St. Louis, September 27, 2014



COMMENCEMENT
May 20, 2016

JUST PUBLISHED
Paul Axtell, MBA '81





Olin CENTENNIAL

1917 - 2017

Share your *memories* with us.

We are collecting photos to share with the Olin community
to celebrate the business school's 100th anniversary.

If you have a favorite photo or photos of your time at Olin,
please email them to olin100@wustl.edu.

You may also send printed photos to Alumni and Development.
We will scan them and return the originals to you.

 **Washington**
University in St. Louis
OLIN BUSINESS SCHOOL

Olin Business School
Alumni & Development
Campus Box 1202
One Brookings Drive
St. Louis, MO 63130

Share memories
online: [#Olin100](#)



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



CONNECT WITH OLIN



[FACEBOOK.COM/OLINBUSINESSSCHOOL](https://www.facebook.com/OLINBUSINESSSCHOOL)



[@WUSTLBUSINESS](https://twitter.com/WUSTLBUSINESS)



[YOUTUBE.COM/OLINBUSINESSSCHOOL](https://www.youtube.com/OLINBUSINESSSCHOOL)



SEARCH "OLIN BUSINESS SCHOOL"



[INSTAGRAM.COM/WUSTLBUSINESS](https://www.instagram.com/WUSTLBUSINESS)



OLINBLOG.WUSTL.EDU



Professors Andrew Knight and Anne Marie Knott,
recipients of the 2015 Olin Award

RESEARCH THAT IMPACTS BUSINESS

PRAXIS | 

Discover new research that you can use to innovate, improve,
and accelerate your business. **Praxis, now exclusively online,**
features executive summaries and video overviews of
groundbreaking Olin faculty research.

olin.wustl.edu/praxis