

COLLEGE OF BUSINESS

# BUSINESS MATTERS

Fall 2017

AUSTIN HALL



**Oregon State**  
University

# Our Story

Many of you began the story of your professional life in the College of Business in Bexell Hall. With Austin Hall as our new cornerstone, our story continues! The incredible alumni network that helped us build Austin Hall exemplifies the ethos we cultivate in our students — work hard, be engaged, give back. We tell our students your stories, and we are inspired and energized about the role we play in the beginning of our students' professional lives.

In the College of Business, we are committed to the pursuit of excellence in business education to develop responsible future leaders and creative problem solvers. We are partnering in new and innovative ways with our alumni network and industry to inject practical experiences into the educational process. It's not enough to learn in class. We know our students need to get out there and learn by doing. By blending practice into the educational process, we are able to develop young professionals who understand how to solve real problems, persist through challenges, and lead by example.

The College of Business is a place of inspiration and excellence. We look forward to building on our past success to advance our reputation as an exceptional business school serving students, rising entrepreneurs and the business community around us.



# BUSINESS MATTERS



Hello, College of Business alumni and friends:

As dean, I am honored to be part of the College of Business story. The momentum is building, and the enthusiasm among our students, alumni and friends is growing. The faculty and staff have worked very hard since the opening of Austin Hall to set the college on its new course toward being an exceptional business school where we educate the next generation of Beaver business leaders.

We've shared major College of Business milestones with you in prior issues of BUSINESS MATTERS, ranging from the expansion of our MBA program and establishment of our Portland headquarters to the many new events happening in Austin Hall. The Fridays in Austin program we launched in 2016 continues to thrive with more than 400 alumni and business professionals participating as guest speakers. The first cohort from our freshman living-learning community — Innovation Nation — showed tremendous results in advancing student success. We launched a Dean's Academy for our high-achieving students and expanded our scholarship opportunities for students with financial need. We've also embarked on a new fundraising journey — \$20M by 2020 — to help support these initiatives and the success of future Beavers in business.

Our students continue to amaze us with their ideas, energy and hard work. I hope you will enjoy their stories and the stories of a few of the alumni who partnered with us this past year.

Keep reading — and please connect with us and share your story!

**Mitzi Montoya, Sara Hart Kimball Dean**

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# Faculty Research & News

Read excerpts of our latest research below.

For full stories visit [business.oregonstate.edu/faculty-news-research](http://business.oregonstate.edu/faculty-news-research)

## Jay Hardy

Assistant Professor of Management

### ARE YOU CREATING MOTIVATED, SELF-DIRECTED LEARNERS?

His 2016 study suggests that a strong sense of curiosity in employees can equate to a knack for creative problem-solving. The study indicates that employers looking to hire candidates with creative problem-solving abilities would do well to test for curiosity as a personality trait during the recruitment phase.



## Julie Elston

Professor of Finance and Business at OSU-Cascades

### 2017'S BEST LARGE CITIES TO START A BUSINESS (WALLET HUB)

In a look at what are the best cities that an entrepreneurial mind can build a company, and what factors contribute to success, Elston suggests that biotechnology applications will be a sector seeing breakthrough with funding remaining a critical challenge for entrepreneurs.



## Inara Scott

Assistant Professor of Supply Chain Management

### OFF-GRID POWER IN REMOTE AREAS WILL REQUIRE SPECIAL BUSINESS MODEL TO SUCCEED

Low-cost, off-grid solar energy could provide significant economic benefit to people living in some remote areas, but a new study suggests they generally lack the access to financial resources, commercial institutions and markets needed to bring solar electricity to their communities.



## Keith Leavitt

Associate Professor of Management

### MAINTAINING AN ACTIVE SEX LIFE MAY LEAD TO IMPROVED JOB SATISFACTION, ENGAGEMENT IN WORK

A study of the work and sex habits of married employees found that those who prioritized sex at home unknowingly gave themselves a next-day advantage at work where they were more likely to immerse themselves in their tasks and enjoy their work lives.



## PROMOTION & TENURE

**Jiyao Chen** – Associate Professor of Innovation Management | **Yusoon Kim** – Associate Professor of Supply Chain and Operations Management | **Pauline Schilpzand** – Associate Professor of Management | **Andy Olstad** – Senior Instructor | **Randal Smith** – Senior Instructor | **Evan Smouse** – Senior Instructor

# BEING A **BEAVER** HAS ITS PERKS.

As a graduate of Oregon State University, you're eligible for a **\$3,500 Beaver for Life scholarship** to pursue your MBA in Portland or Bend with the OSU College of Business.

As an OSU College of Business alum, you may be eligible for our accelerated MBA program. The Oregon State MBA in Portland and Bend is delivered in a flexible, hybrid format – 80% online and 20% in-person – designed for working professionals. You can advance your education without putting your career or life on hold.

## **ORGANIZATIONAL LEADERSHIP**

(for those who aspire to lead)

## **BUSINESS ANALYTICS**

(for the data-driven agents of change)

## **INNOVATION MANAGEMENT**

(for the creative self-starters and problem solvers)

## **SUPPLY CHAIN & LOGISTICS MANAGEMENT**

(for those who drive efficiency each step of the journey)

Apply and learn more at [business.oregonstate.edu/MBA](https://business.oregonstate.edu/MBA)



There is nothing quite like a big cup of coffee and a big project to complete: the excitement, the energy, the determination, and halfway through that cup – the ideas start coming together.

So why not leverage the excellence of OSU's nationally top-ranked Ecampus online degrees with a committed and conscientious employer like specialty coffee company Peet's Coffee, and create a plan that offers a college degree to hard-working employees?



The newly-launched program, Peetnik Pathway to College, is a partnership between OSU's Ecampus and Peet's Coffee. It provides about 5,000 Peet's Coffee employees nationwide — full- or part-time — with an opportunity to earn their bachelor's degree, including degree options from OSU's College of Business. This tuition reimbursement program is offered to the "Peetniks," the internal tag for Peet's employees, who are eligible for their benefits program. The students must meet OSU's admissions requirements and not already hold an undergraduate degree.

"Purpose is powerful, and it's our purpose to help people find their opportunities for a better future,"

said Dave Burwick, CEO, Peet's Coffee. "This is an opportunity for Peetniks to open new doors professionally, here and everywhere, without having to go into debt or put their lives on hold."

As part of the program, Peetniks can pursue the College of Business' Business Administration degree that prepares students with classes in leadership, management, finance and marketing. Inspired by conversations with Peet's, the college has also developed a degree option in retail management through a customized suite of course offerings.

"We're excited to be a part of this new collaboration with Peet's," said Mitzi Montoya, dean of the College of Business. "The existing online business administration bachelor's



# Peet's Coffee Opens the Door for a New Generation of Achievers

program is immediately available to Peet's employees, providing them with the tools to solve complex challenges and lead by example as innovative business people. The new retail management option will add another important dimension to our business education offerings."

So, let's welcome the Peetniks – from baristas with big dreams to sales folks with miles yet to travel. You'll fit right in here, and we look forward to raising our espresso shots to you.

## **College of Business Degree Pathway Programs**

The Peetnik Pathway to College is a model for other industry segments that want to invest in employee development. The College of Business has launched other educational pathway opportunities

with key state and regional business partners in various sectors — allowing for these companies to continue to fine tune and advance their workforce and build a talent pipeline.

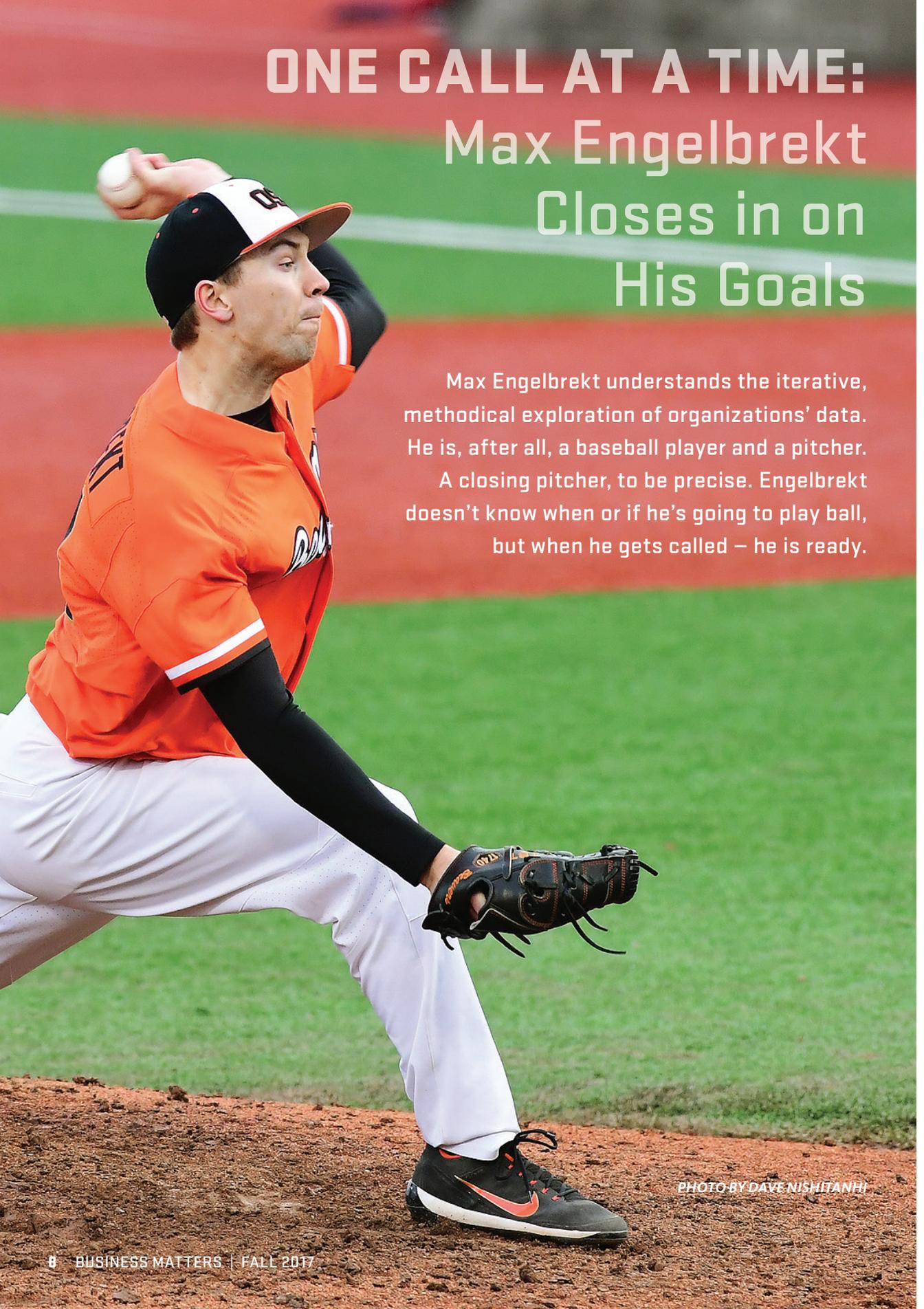
For example, the Oregon fruit industry has long attracted fantastic talent from life sciences disciplines — yet, companies in the industry have seen a need to augment life science knowledge with business acumen and recruit talent that understands both the technical and business facets of a fast-paced industry.

In response to that need, the College of Business worked with industry insiders to create the Berry Industry Scholars program through which top life sciences students earn scholarships to pursue

undergraduate business courses and participate in professional business experience through internships with Oregon's berry growers. Berry Industry Scholars can then further enhance their business acumen through an accelerated, nine-month MBA program.

These types of partnerships create degree options that are valued by both our students and their employers.

"We design our new curriculum initiatives, certificates and degree options to be flexible and relevant to meet the needs of our industry partners — in the Northwest and around the globe. But more importantly, we are demonstrating to our students, current and future, that we anticipate and respond to the changing world of business, and they will be ready to do the same," Montoya said.



# ONE CALL AT A TIME: Max Engelbrekt Closes in on His Goals

Max Engelbrekt understands the iterative, methodical exploration of organizations' data. He is, after all, a baseball player and a pitcher.

A closing pitcher, to be precise. Engelbrekt doesn't know when or if he's going to play ball, but when he gets called – he is ready.

PHOTO BY DAVE NISHITANI

Not known for his fastball, Engelbrekt has been described as a careful and thoughtful player with a battery of effective options for each pitch.

“Relief pitching — definitely — is a high-pressure situation,” said Engelbrekt, who is credited with 22 career saves (technical term for holding onto a lead when the starting pitcher leaves the game) in his OSU ball career.

“If you give a couple of hits, you could lose. Baseball has quite a bit of data behind it — especially pitching. You are looking to get a specific result from pitcher to hitter. Basically, baseball is more predictable than other sports.”

So when the College of Business graduate student got the call to play for the Washington Nationals in the 40th and final round draft of MLB first-year players, he knew he had nothing to lose. In a sport rife with magic numbers, jinxes and curses, the six-foot-four lefty may have used the last of his luck in that draft. But Engelbrekt knows the odds associated with longevity of his pro career.

“This summer I will treat this opportunity like the most fun internship I could have possibly arranged for myself,” said Engelbrekt. “I went in the last round of the draft, so I am probably not going to play forever. I just want to play baseball for as long as I can.”

The College of Business alumnus was redshirted his junior year with a torn ACL. He took extra coursework while sitting out the demanding schedule of an elite athlete, knowing how important it is to find the perfect balance of athletics and academics. He completed his undergraduate degree in finance winter term his senior year, and could focus all spring on baseball.

But, alas, in 2016, the call did not come. He was not drafted. If

blind-sided by that, Engelbrekt did not show it.

Guided by academic and sports advisers, Engelbrekt utilized his remaining year of NCAA eligibility and his baseball scholarship to spend 2016-17 working toward his MBA in business analytics. He’ll finish his degree in the fall.

Not a bad plan B when you consider that the two-time College World Series player also was named a 2017 Pac-12 Scholar-Athlete of the Year.

“In a program as good as Oregon State baseball, where you do have guys that are signing million-dollar contracts as juniors, it can make going pro seem easy. I think that focusing on your degree and getting through school in four years — even when you are a top athlete — is so important, I’m not going to call it a backup plan,” Engelbrekt said.

The College of Business is proud to call 17 of the 35 members of the nationally no. 1-ranked baseball team among its students, including junior KJ Harrison, who signed with Milwaukee in the third round of the draft, and Drew Rasmussen who was drafted by Tampa in the second round, but did not sign a contract and may return to OSU fall term.

“There is a true potential for financial success, but I think we’ve done a really good job in the last couple of years to have everybody buy into academics, and really take it seriously,” Engelbrekt said. “Each year, more and more players were business majors, and they were really interested in school, too. That’s been a great thing to see happen.”

Engelbrekt will return to Corvallis fall term, finish his MBA and hopefully get called back to baseball for spring training. “Ideally, I would move up the ranks and eventually make it to the major leagues — but they can release you whenever they want.” Whatever comes next — he’s ready for it.



# 88 mph

Lefty pitcher Engelbrekt throws a high-eighties **fastball.**



# 17

The College of Business proudly counts **17 of the 35 members of the no. 1-ranked baseball team** among its students.



# 102

The College of Business has **102 students competing on NCAA Division I sports teams.**



# Words of Wisdom from Master Storyteller Mike Rich

Accomplished screenwriter and debuting novelist Mike Rich, who spent his undergraduate years in the College of Business and was awarded an honorary doctorate from the College of Liberal Arts in 2007, shares wisdom on mentorship and show business. Pixar's "Cars 3" is thrilling summer viewers around the globe, and Rich waits for "Skavenger's Hunt" to publish in the fall.

## ***How did your business background help you out as a writer?***

Many people ask me why I studied at the College of Business, and my answer is always 'to diversify.' I knew that the love I had for reading and writing and storytelling was not going to go away.

Plus, anybody that goes into this business strictly from a background of creative writing is taking a bit of a risk. If you don't know how the business works from the standpoint of production companies, and management and the individual writers, you're walking on thin ice. It's in your interest to be savvy about the business world at large. Especially in show business.

## ***How do you handle the industry changes? What scares you; what thrills you?***

My most recent experience, of course, was at Pixar with "Cars 3." And, you know, it's no longer sufficient to simply roll out your list of qualifications. The onus nowadays is for graduates to diversify their skill set as much as possible. They need to keep an eye out for that next wave that's rolling in, because they'll need to know how to handle that one, too. Stay on the cutting edge as sharply and as quickly as you can. I

see that with every project. Getting myself into animation, which I had never done before, brought thrill and fear.

At Pixar, they have the greatest technology in the industry, but there's a reason why they put so much emphasis on story and characters. Even the greatest technology can't carry the day, if your story and characters are lacking.

## ***Do you have any favorite characters from over the years?***

There's so many of them, starting with Forrester. When I started almost 20 years ago, I related much more to Jimmy Morris in "The Rookie." I guess I've always kind of focused on characters who were contemporaries.

Lightning McQueen is a favorite character of mine in this film, because he was wrestling with a universal truth that we'll all wrestle with at some point in our life: how much longer can I do this to my satisfaction? I am not close to that position yet ... but I can relate.

## ***Your first novel for the teen, young adult audience releases this fall; are you moving to a younger audience?***

It's interesting how the career





evolves, and the stories that you want to tell change. I have kids; I've got grandkids. ... My novel is called "Skavenger's Hunt," and it journeys back to the stories that I grew up with, stories like "Charlie and the Chocolate Factory" or "The Wizard of Oz." I just love characters that show ordinary people doing extraordinary things. As proud and as strongly as I feel about the screenplays, there's just something uniquely different about a novel. I am so glad I wrote it, and so proud there's a novel on the list of accomplishments.

***You are a very engaged College of Business alumnus; what keeps you involved?***

It's a very natural desire to want to be involved; Oregon State means a great deal to us. I, for one, know the impact OSU had on me. I know the impact it had on my wife, who I met down there, and on our kids that went to Oregon State as well.

I remember the first time I went into the finished Austin Hall, and you walk through the doors, before you get into any conference room or any other resource, which is all terrific, you see this center buzzing core of activity. For me, as a backer of the project, to see that it was working,

that at any hour of the day you could see students gathering — that was an immense satisfaction.

***How else are you making an impact on students?***

My profession in the movie industry is fairly unique, and I've been to Corvallis a couple of times to speak. It is so valuable for the students in the College of Business to hear the many versions of success, both professional and personal. When the baton is passed to them, I hope they'll do the same for another generation.

***How important is mentorship?***

You can look at many movies, not just mine, and a centerpiece theme is the power of mentoring. I grew up in Enterprise, Oregon — small town, 2,000 folks. People are familiar with the fact that "Finding Forrester" was a tribute to my high school English teacher.

It's not exactly a renaissance — but as a society, we've grown over the last handful of years to have much more appreciation of the value of mentoring. The university has gotten better with mentorship over the years; I see that with my own children.

***Will you be offering advice to your grandchildren to be writers or to go to Hollywood?***

I hope that what I have done serves as an inspiration for them from a standpoint of 'don't fear transition or change.' I hope what they absorb is something like, 'My grandfather made a big change in his career and was willing to jump into the deepest end of the pool.' I did it when I was 38. It's one thing to say 'follow your heart' but it's almost like that's not quite strong enough. It's more like, 'pursue what your heart is telling you with a passion and fervor.'

**Mike Rich's works include:**

- Skavenger's Hunt | 2017**
- Cars 3 | 2017**
- Secretariat | 2010**
- The Nativity Story | 2006**
- Radio | 2003**
- The Rookie | 2002**
- Finding Forrester | 2000**

# For the Love of the Beaver Gene, a Family's Commitment to the College of Business Grows



*R. Stevens Gilley and his granddaughter, Emma Gilley*

**R. Stevens Gilley, '56, first came to Oregon State University as a 17-year-old with the notion to be a veterinarian, but freely admits that he was “not equipped or prepared.”**

After attending summer session to improve his grades in physics and chemistry, courses that he had no exposure to during his high school years, Gilley was called to speak to the dean before enrolling in his fall courses.

With a fair share of dread, Gilley went to visit Ag Sciences

Dean Frederick Price, and the conversation went something like this:

Dean Price: Steve, sit down, I want to talk to you. Why do you want to be a veterinarian? You're a kid from Portland, Oregon, right?

RSG: Yes, sir.

DP: You like dogs and cats?

RSG: Not especially, sir.

DP: Do you like cows and all?

RSG: No, I don't like cows.

DP: Well, what do you like?

RSG: I like horses!

DP: Well, then, I've got an idea for you — why don't you go into business and make money, then buy yourself some horses?

“So I did that,” Gilley said. Gilley graduated from the College of Business and built a career in commercial real estate and hotel business that spanned five decades and included leading his own business, The Gilley Company.

As president of the OSU Alumni Association, his continued engagement with his alma mater gave Gilley the chance, years later, to invite Dean Price to his farm for an alumni picnic.

“And I had all my show horses there,” Gilley said, “and I told Dean Price, ‘I did what you suggested.’”

Gilley, who was one of the first donors to the Austin Hall building fund with a classroom in Austin Hall named for his family, has taken the advice of deans once again. Gilley has become one of the early contributors to Dean Mitzi Montoya's “\$20 million by 2020” student success and scholarship fund.

But this time, there is a caveat. He also is heeding the advice of his granddaughter, Emma Gilley, who just completed her freshman year and first year of Innovation Nation, the signature College of Business curriculum and living-learning community designed to immerse and engage students in their business studies.

“Oregon State has meant so much to me. I was treated so well when I was a student. To have Emma here, it means a lot to me,” Gilley said.

Gilley watched his granddaughter complete a successful year, and agreed that he'd like to support more students from the beginning. He saw Emma's success and has additional future Beavers in his family who may benefit.

“It's been a challenging year with a lot hard work, but I love it, too,” Emma said. “I understand why, ever since we were younger, he's always been such a big Beaver. I get it now.” She calls the decision to attend

Oregon State the best choice she's made in her life.

Emma, who worked the due-diligence step of her grandfather's donation consideration, reviewed materials sent to him by the college and asked questions at the college about the future of the program.

"I wanted to know how the College of Business was planning on developing the program more, because I think it's a really great program, but I think it has a lot of potential to be a really, *really* great program," Emma said. And, in stride, the college has placed her on the student success and engagement taskforce, as a representative of the student voice in curriculum and experiential learning rollout to second-, third-, and fourth-year students — programs she will experience first-hand as her college career continues.

Emma finally called Gilley up. "Bompa," she said, using their family name for Grandpa, "this is a great program, let's do it!"

On the day of his visit to Austin Hall to present a \$250,000 check to Dean Montoya, Gilley has, in fact, three grandchildren with him, and they are swarming about him on the tour of the Gilley Family's dedicated classroom. It's pretty clear that their love and respect for their grandfather just might give Steve Gilley continued leverage to build the Beaver clan within his own family.

His grandson will start Innovation Nation in fall 2017. Two other grandsons still have a year of high school to decide.

Thanks to Steve Gilley's gift, he will be building the Beaver clan within the halls of Austin, and we'll be building living-learning centers of Innovation Nation.

# 2017 Alumni Awards

For more than 15 years, the College of Business has honored its alumni for their service and dedication to the college, the community and our students. We are excited to announce our 2017 winners.



## Jackie Swint, Hall of Fame

Jackie Swint, '51, served her country as a career foreign service secretary for the U.S. Department of State. Swint joins Al Reser, Ken Thrasher and Patty Bedient as a recipient of the college's highest honor. Swint traveled the world and worked in eight countries, eventually publishing a collection of stories about her adventures titled "Who Was That Man?" Swint established an endowed College of Business scholarship which supports four women each year, entrusting her entire estate to this endowment.



## Ted Stalick, Innovative and Distinguished Business Professional

Ted Stalick, '87, built a solid career at Mercury General Corporation, where he is now the chief financial officer and senior vice president. Stalick has truly engaged in every way within the college, from investments into Austin Hall to providing jobs to our students to hosting local student recruitment events. Stalick has been a member of the College of Business Finance Advisory Circle since 2014.



## Tim Hildebrandt, Young Business Professional

Tim Hildebrandt, '06, began his career as an audit professional with KPMG. Now at Simple, a Portland-based online bank, Hildebrandt is the director of finance. Hildebrandt supports our accounting students with his time, knowledge and an endowed scholarship. He received the College of Business Weatherford Award in 2015, and he is a member of the College of Business Accounting Advisory Circle.

# Starting Now: The Second-Year Experience

**Innovation Nation – the College of Business’ first-year experience living-learning community – was an incredible success last year. Blurring the lines between campus and community, Innovation Nation pushes this generation of doers and go-getters beyond the classroom and into networking, leadership and business.**

Due to the growth of the program, our living-learning communities now span three residence halls — Weatherford, Poling and the ILLC Global Village — and include nearly 600 students. With the momentum of our first year under our belt, the second-year experience is the next step in our student success initiative. This year we will focus on mentoring, leadership development and professional exploration.

Last year we launched our living-learning community model for our freshmen based on national research studies and exceptional results from our pilot program within Weatherford Hall (the Austin Entrepreneurship Program). The dramatic positive results inspire us to do more each year our students are with us.

“Launching Innovation Nation for the freshmen was an all-hands-on-deck initiative within the college,” said Mitzi Montoya, dean of the College of Business.

“It demonstrated the deep commitment to student success. Embedding students into the business curriculum, professional development and experiential learning from day one will help our students succeed at OSU and later in their careers.”

That all-in commitment made a difference: Retention numbers (the number of freshmen students returning for their second year) at the College of Business are on the rise.

“We expect we’ll see about a 90 percent retention rate this fall, up from around 81 percent in the previous year,” said Montoya, noting that final retention numbers aren’t released until the following fall.

“We made something of a promise to our first-years in Innovation Nation,” said Sandy Neubaum, director of student engagement. “We know how to help students succeed. What our incredible results have shown is that we all take this very seriously, and we are committed to our students at every stage of their education. It is going to be another fantastic year as we add this next layer for our sophomores.”

Among the most significant changes was the revamp to the way we introduce business to first-year students. In addition to classes that introduced basic principles, our students formed teams, created business plans and launched a microenterprise or community service project. At the end-of-year trade show in Austin Hall, 67 student teams showcased their businesses and sold products and

services to more than 700 guests at the college.

In a similar fashion, our new three-part “learning lab” series for sophomores will build students’ skills and prepare them for success in their majors and internships. Students will participate in a ten-hour apprenticeship on a specific topic that is a deep dive into a technical area — e.g., accounting, information systems or marketing — and delivers a specific professional skill — e.g., analytics, coding or digital media.

A new focus of the second-year experience is soft skills development, peer mentoring, and professional networking skills. From cover letters to social media presence, students will learn how to build and maintain their own professional brand.

Fridays in Austin, the event series that brought a packed calendar of professional- and leadership-development workshops and seminars last year, will continue to inspire students in the second year.

Last year, we averaged about ten per Friday in Austin and brought in more than 400 volunteers, including alumni and new industry friends, to interact with and mentor our students. If it was Friday, it was busy in Austin Hall.

For the second-year experience, we foresee an even greater opportunity for Fridays in Austin to partner with the business community. Please plan to join us for another adventurous and inspiring year if you are in the area — or host our students to visit you wherever you are.



# 91%

Research shows that **graduation rates** improve to 91 percent for students who take part in more than one **hands-on learning experience.**

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# 67

67 student teams **pitched their business plans and products** at the Innovation Nation trade show in Austin Hall.

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# 600

600 College of Business students **participated in our living-learning community.**

Last year we hosted more than 200 events  
as part of **Fridays in Austin.**



More than **400 alumni and industry partners** mentored students, led workshops, judged competitions, recruited future employees, offered career coaching, served on advisory boards and shared their stories.

**Want to join them?**

**[business.oregonstate.edu/engage](https://business.oregonstate.edu/engage)**



**Oregon State University**  
College of Business