At its October meeting, the OEMBA Alumni board unanimously approved the transition to become an official chapter of the University of Oregon Alumni Association (UOAA). The OEMBA Alumni board considered many options over the past year and has concluded that the benefits of being a UOAA Chapter will enhance the current efforts of so many alumni volunteers.

The OEMBA Alumni board will provide updates during the transition to a formal UOAA Chapter. The only UOAA membership requirements are for those OEMBA alums serving as members on the OEMBA Alumni board. Other OEMBA alums will not be required to become individual UOAA members.

Becoming an official chapter of the UOAA will provide the OEMBA Alumni Association with many benefits, including:

• Nonprofit recognition utilizing the UOAA Tax ID
• Bank account under nonprofit status
• Event registration services
• RSVP administrative support
• Credit card processing, if needed for future events
• Promotion & marketing support
• Unified Brand
• Communication infrastructure (for events and newsletters)
• Cross-promotion

Transitions Ahead:
OEMBA Alumni Association to Become Chapter of University of Oregon Alumni Association

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Speakership Series PREVIEW:
Lessons Learned From Detroit: The Largest Municipal Bankruptcy in American History
Speaker: Judge Elizabeth Perris, Federal Bankruptcy Judge
Wednesday, Oct 29, 6:30pm – 8:00pm @ OEMBA, 200 SW Market St ($5 Parking)

The Honorable Elizabeth Perris, Federal Bankruptcy Judge, joins us for a presentation on lessons learned from recent municipal bankruptcies in Detroit, Michigan; and the cities of Stockton, Vallejo and Mammoth Lake in California. Judge Perris served in various roles in each of these proceedings. The most pressing issues in many of these cases dealt with the stunning value, billions of dollars, of legacy obligations due public employees in the areas of pension and healthcare. We will allow time for discussion with Judge Perris, so please bring your thoughts.

Continued on Page 2 (Judge)
In the September 2014 installment of the Speakership Series, Stephen Babson of Endeavor Capital spoke to OEMBA alumni about Endeavor’s unique business approach to providing middle market capital to private businesses. Endeavor’s business philosophy is company-culture driven, where investment decisions are made by consensus of the firm’s employees in lieu of using a more formal Investment Committee approach. Moreover, the firm invests for the long term, often staying invested in companies for up to 20 years. Endeavor is firm on not directly managing the companies they invest in, choosing instead to select companies with strong, knowledgeable inside management talent, provide capital, and then let the indigenous management teams continue to manage the recipient companies. Another tenet in Endeavor’s approach is to keep the recipient company’s financial leverage conservatively low, generally using a ratio of debt to EBITDA of around 0.3, or less, whereas other capital providers often operate in the range of 5 to 6. As a result, Stephen indicated that no company backed by Endeavor has ever defaulted financially or declared bankruptcy. Endeavor sources capital using fund-based capital pools to which it specifically recruits capital that is seeking long-term stability with consistent returns, such as pension funds or college endowments. Endeavor begins assembling a new source fund when a current fund has reached an investment level of about 80 percent in its target companies.

Endeavor defines its market by focusing on candidate companies that have been closely held since inception or for a long period of time, often by family owners. The companies are generally looking for capital to make growth investments, distribute equity to management, or allow a level of ownership transition in the company. The various facets of Endeavor’s operating model are made possible by the firm’s relationship marketing. In particular, it generally makes relationship investments that precede a financial investment by several years, by offering paid or gratis financial guidance to companies while it develops long term relationships. This long term association allows Endeavor to get to know the companies very well. It develops a deep understanding of each target company’s business fundamentals and management team capabilities. As it develops this relationship, which often leads to an investment opportunity, Endeavor places the best interests of the client company above its own, sometimes even suggesting to a client company that the company is not a good candidate for an equity investment.

Endeavor has never had a company in which they have invested financially default or declare bankruptcy.
OEMBA recently opened several courses to alumni. I decided to take one of the classes. What would it be like to return to the program decades later? How has the program changed in 20 plus years? Was I nuts to relive this part of my life? Would I do it again?

Why?
After 30+ years in business, obtaining undergraduate and graduate degrees from tough, challenging schools, and achieving success in my business career, why return to OEMBA? I’ve taken numerous classes and seminars post-OEMBA. Although many non-OEMBA seminars and courses have been good, none delivered the quality and quantity of learning packed into an OEMBA class. In short, none challenged me the way OEMBA did. Like most OEMBA students, I view learning as a lifetime pursuit. I’ve taken an OEMBA class. In short, none challenged me the way OEMBA did. Like most OEMBA students, I view learning as a lifetime pursuit. I’ve taken one of the classes.

What was it like? What’s the same? What’s changed?
The best part of OEMBA is the students. Most of the professors who taught my class, Class 4, were outstanding and created an environment that allowed us to learn from each other, from the written material, and from them. This hasn’t changed. Yes, in this cohort, I was the oldest guy in the room (that included the professor), and yes, the students were pretty beat up (during two of the four weeks of the course, the students in the cohort had to turn in their capstones and then discuss them with a team of professors), but their energy, business experience and acumen still shone through. It was great to see. Technology has progressed since Class 4. However, other than turning in work electronically, the difference was negligible (PowerPoint is PowerPoint). Odd but true. For example, the machinations of valuing a business haven’t particularly changed from 1990 to 2014. I’d forgotten how rigorous the program is. Case studies, reading articles, presentations, valuations and papers! Come home from work, eat dinner, study until late at night, go to class, repeat. Somehow, I’d neglected to mention to my wife I’d signed up for this particular reunion. When I came clean, she said “I thought we agreed you wouldn’t do this again?” Gee, I must have forgotten after 24 years. The look I got was oh so unforgiving. She put up with me in a zombie-like state for two years, so another month or so shouldn’t be too difficult?

How was the class?
Great. Dave Garten is a wonderful professor and ingrained a few important fundamentals in us. Wish I’d learned them 24 years ago, would have saved a tremendous amount of effort and (gulp) money. Sometimes it’s better to be experienced than smart. We had to value a beverage company. My study group, consisting of me, myself and I, valued the business at 23% of the highest valuation presented by another group. Mine was the lowest in the class by a significant margin. Turns out in the real world the “true” value was much closer to the very low end (my answer). I did have a past student look over my work and he was extremely helpful. However, the valuation was uniquely mine. I was feeling pretty good about this until a friend pointed out that I was 3 years older than the professor. In any event, I was lucky enough to be adopted by another study group toward the end of the class. It was great watching and learning from them.

I was surprised how little had changed (PowerPoint is PowerPoint).

Am I really taking this class?
It’s wonderful that OEMBA is allowing alumni to participate in classes. However, it would be terrific if they decided for sure whether we are actually taking the class or auditing. I thought I was taking the class, and the professor (at least initially) thought I was taking the class.
In early 2016, the University of Oregon Lundquist College of Business plans to locate its Oregon Executive MBA Program and Sports Product Management initiative in a brand new building in Portland’s Old Town Chinatown. UO will be an anchor tenant in a $37 million, six-story structure, to be located on the corner of NW First Avenue and NW Davis Street, across the street from the White Stag Block. The Lundquist College is partnering with Gerding Edlen, which specializes in socially responsible, sustainable, community-focused buildings. “We have the opportunity to serve as a catalyst for long-term renewal,” Edlen said. “The Lundquist College will be an excellent neighbor to existing organizations and businesses, just as the programs in the UO White Stag Block have been since it opened. We look forward to playing a part not only in expanding the UO presence in Old Town Chinatown, but also building up the community feel of an already fantastic Portland neighborhood.”

The Lundquist College will co-locate with other UO academic programs, including the School of Architecture and Allied Arts (AAA), School of Journalism and Communication (SOJC), School of Law, Academic Extension, and the Library and Learning Commons. The Oregon Executive MBA program, currently located at the 200 SW Market Street building in Portland, will continue to grow the program in this new setting. The college will also headquarter its sports product management efforts in the new space. The Sports Product Management initiative has already held several sold-out workshops in Portland since 2013, and a masters of sports product management degree program is expected to receive approval this fall and open in 2015-2016.

“It’s an opportune time for both the Lundquist College and the University of Oregon,” Dean Kees de Kluyver said. “As we add to and escalate our offerings, our presence in this building will help us realize greater efficiencies in terms of travel, teaching, and student opportunities.”

Expected occupancy is January 1, 2016.

Online Resources for OEMBA Alumni

- OEMBA Alumni Board Email Address
- LinkedIn Group
- OEMBA Website
- Careerbeam
- IntroMaps
- OEMBA Listserv

See Newsletter’s Board Roster List
Oregon Executive MBA Alumni group (by request)
http://oemba.uoregon.edu/
https://oemba.uoregon.edu/careerbeam
http://oemba.uoregon.edu/intromaps
http://oemba.uoregon.edu/listserv-subscribeunSubscribe
Calendar of Events

October 29/ 2014
OEMBA Alumni Association
Speakership Series
(hosted by the Education Committee)
Lessons Learned From Detroit: The Largest Municipal Bankruptcy in American History
Speaker: Elizabeth Perris, Federal Judge
@ OEMBA Offices
200 SW Market Street
6:30 - 8:00 p.m.

November 8/ 2014
Oregon Executive MBA
Saturday Information Session
After the session, prospective students may choose to attend the in-process class and/or stay for lunch.
@ OEMBA Offices
200 SW Market Street
10:00 a.m.

Watch your inbox for updates regarding upcoming Speakership Series events.

Education Committee Update
As noted on Page 1, the OEMBA Alumni Association Education Committee is holding an event on Wednesday, October 29, 2014, featuring Judge Elizabeth Perris. The following alumni are serving as committee members:

- Garrett Lindberg Class 25
  Co-Chair garrett@gllmedia.com
- Jim Perris Class 4
  Co-Chair jim.perris@calbag.com
- John Eggers Class 27
- Bryan Woodfill Class 24
- David Etchart Class 5
- Kim Elsey Class 16
- Amy Griffin Class 27
- Rick Shipley Class 25

We continue to search for alumni to share their experiences or other industry leaders who are interesting or entertaining speakers. If you know someone who might be a fit (just think— what a creative way this is to pick on your classmates), please contact Garrett or Jim.

OEMBA Alumni Board 2014/2015

Jim Paulson, MBA Class 13
Co-Chair
Jim.Paulson@viewpoint.com

Brad Jackson, MBA Class 19
Co-Chair
bjackson@bpmnw.com

Heather Deibele, MBA, PE Class 26
hdeibele@gmail.com

Laci Engel, MBA Class 22
laciengel@gmail.com

Matt Howard, MBA Class 24
matthewh8@hotmail.com

Jim Perris, MBA Class 4
jim.perris@calbag.com

Joseph Pugh, J.D., MBA Class 27
jpugh@tqs.com

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