

# OEMBA Alumni News

A Publication for Alumni of Oregon Executive MBA in Portland, Oregon

SPRING 2015 Volume 2 Number 2



## UOAA Welcomes OEMBA Alumni

It's official! As of April 1, 2015, The OEMBA Alumni Association is now the Executive MBA chapter of the UOAA. We are one of two professional groups (the other is the Law School Alumni), as other chapters are designated by geography.

Over the coming months and years, you will see an invigorated group of alumni expanding ways to connect with each other, learn and share. Be sure to join in!

Paul Clifford, Executive Director of the UOAA, writes, "The UOAA is uniquely positioned to engage alumni around their strongest affinities to the University of Oregon. The partnership with OEMBA and the formation of this new alumni chapter expands our ability to do just that. We are pleased to be partnered with OEMBA in our mobilization of alumni around connecting with each other and supporting the University of Oregon."

## Are You an Alumni Member?

Become a member! Besides all of the benefits of membership (enumerated on UOAlumni.com), half of your membership dues will go directly to support the OEMBA chapter and our efforts.

How do you become a member? Easy. Simply go to UOAlumni.com/OEMBA. Choose the "click here to join" link in the text, and fill in your info. That's it!

## Join the Alumni Board!

It's election time. On behalf of the OEMBA Board of Directors, we would like to extend our thanks to the OEMBA Alumni, who continue to play a critical role in extending the reach, influence, and effectiveness of our network. Over the past two years, we have seen a tremendous reinvigoration in the program and alumni, in large part to your participation in events,

Continued on Page 7 (Board)

## Speakership Series PREVIEW:

### Building A New Sports Product Management Program

Speaker: **Ellen Schmidt-Devlin**  
Director  
UO Sports Product Management

Wednesday, May 27, 6:30pm – 8:00pm  
@ OEMBA, 200 SW Market St  
(\$5 Parking)

Join us as class 26 OEMBA graduate Ellen Schmidt-Devlin talks about the introduction of new Sports Product Management programs in Portland and Eugene, and her work on creating the first-ever Masters of Science in Sports Product Management.

RSVP: Alumni, students, faculty, staff and guests are welcome to attend. We have limited seating, so please go to this link to RSVP.

### About Ellen Schmidt-Devlin:

Ellen Schmidt-Devlin '81 is a former runner with the University of Oregon (1976-79).



Continued on Page 7 (Schmidt-Devlin)

## In This Issue:

|  |   |
|--|---|
| OEMBA Groundbreaking                           | 2 |
| New Building Preview                           | 3 |
| Speakership Series: Report: Dr. Barnett, Intel | 4 |
| Report: Brian Forrester, BuddyUp               | 5 |
| Non-Profit Focus NAYA, Oscar Arana             | 6 |
| OEMBA Alumni Mentor Scholarship                | 7 |
| OEMBA @ Trade Gala                             | 8 |
| Calendar of Events                             | 8 |

## This Week @200 Market:

Because you're glad it's over, but you kinda miss it...

### Class 29

- Electives
- Capstone Presentations

### Class 30

- Financial Analysis  
Gudrun Granholm
- Negotiation  
David Garten

# OEMBA Groundbreaking Celebration: Fun, Food, Future

On a beautiful evening in early April, the upper floors and roof of the Oregon College of Oriental Medicine played host to more than 75 Oregon Executive MBA alumni and current students.

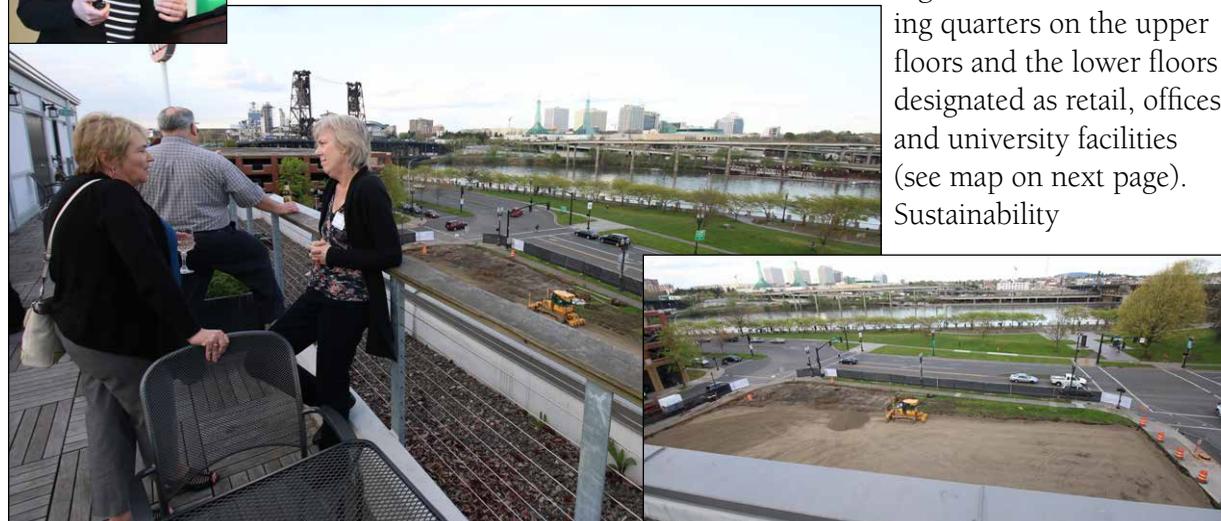
The location strategically overlooked the site of the OEMBA's future home in the Old Town Chinatown neighborhood. A time-share space, the classroom facilities (including a large tiered classroom, a large-flat multi-use classroom with moveable walls, and several smaller breakout rooms) will be utilized Monday-Thursday



by the new Sports Product Marketing program and Friday-Saturday by the OEMBA.

David Boush, the program's executive director, shared a presentation highlighting the program's current status and future plans. Mr. Boush was pleased to note a reinvigorated alumni, and reported record class sizes in the current program. In addition to the new building, plans for the OEMBA program in the more immediate future include expanding the videoconferencing ability from Bend students to Eugene students beginning in September.

Next, Mr. Boush welcomed Jill Sherman of Gerding Edlen, the firm that is developing the new building. Ms. Sherman provided a detailed look at the planned facility. The building is mixed-use, with living quarters on the upper floors and the lower floors designated as retail, offices, and university facilities (see map on next page). Sustainability



features for LEED Gold status play a central role in the design elements, including an 8,300 sq.ft. eco-roof, solar hot water, and the recycling of residential "gray" water for use in the commercial toilets (saving 600,000 gallons of water annually). Guests also got a sneak preview of the new building's interior design, thanks to the carpet and tile samples provided.

"One of the most exciting aspects of the Oregon Executive MBA program's new home will be its contribution to reenergizing the Old Town China Town Community in Portland. This neighborhood is right in the middle of the city, and I'm looking forward to what it will look like five years from now," said Boush.

Event attendees—who ranged from 1990 graduates to those who will receive their degrees in 2016—also enjoyed drinks and hors d'oeuvres. They also had the opportunity to participate in a raffle whose prizes included Oregon Executive MBA-branded goodies as well as Portland Trail Blazers and Oregon Football game tickets.

For director of marketing and executive admissions Julianna Sowash, the program's ongoing connection to its thriving alumni community is a vital part of its success.

"Our alumni are a tremendous part of the program's future," said Sowash. "They often refer students to the program or act as mentors to students. Events like these are an opportunity for us to share our updates and vision with our alumni, so they are well informed about our goals and accomplishments." 



# New Building Preview

From the April 2nd Groundbreaking event, we were given a sneak-peak into details on the new building. Here are a few of our favorite highlights...

## Retail / Residential Entry

Architects intentionally mixed the retail and residential traffic into a single lobby to create a community and prevent isolation.

## Alley, Parkway, or ?

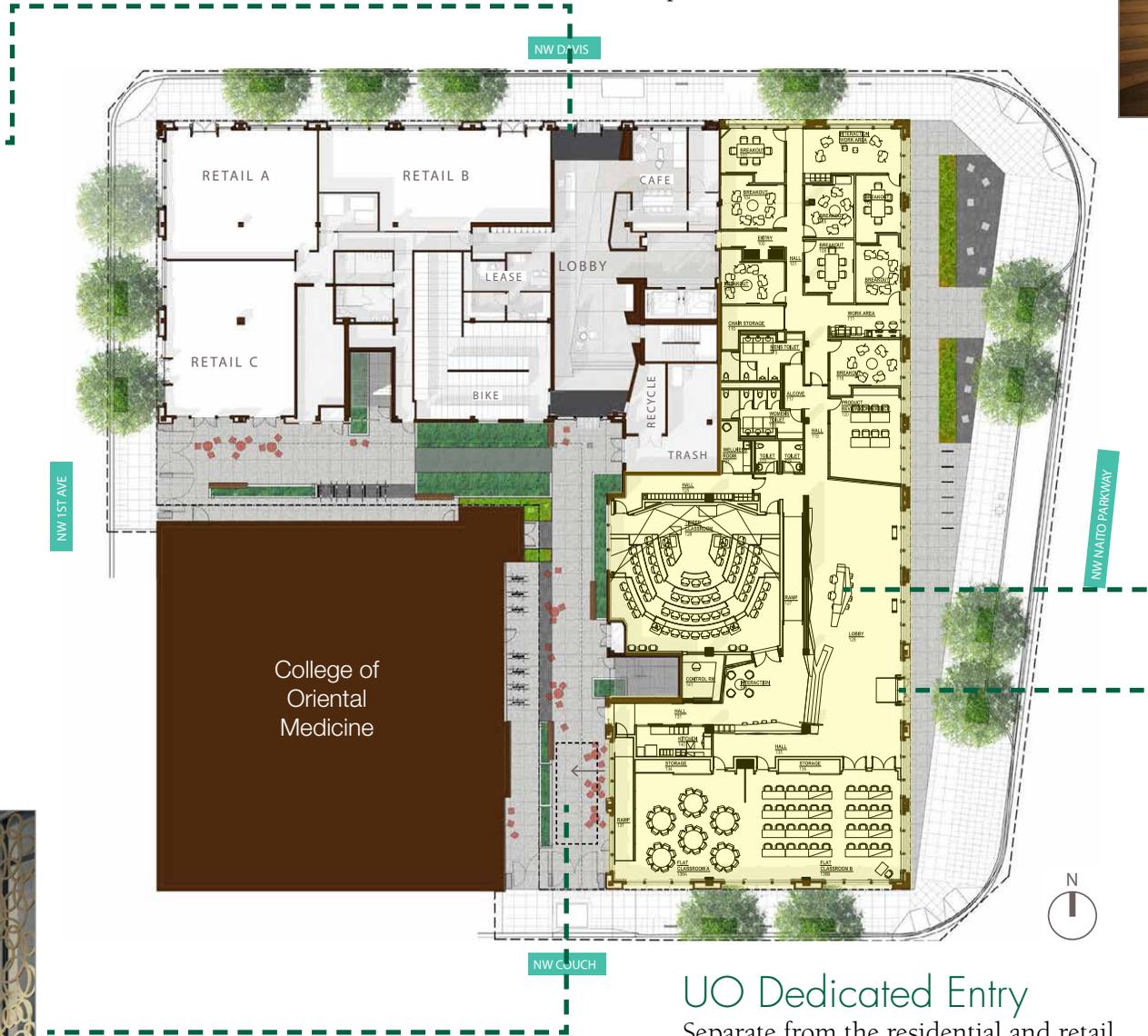
This warm and inviting outdoor space breezes between the College of Oriental Medicine and the new building, with gates on either end that will be closed after-hours. The name is TBD, though they have a long list of ideas.



Spring 2015

## U of O Lobby

With features like a dynamic video wall, wall textures and lights inspired by regional maps, and full timber elements, the space feels current and Northwest.



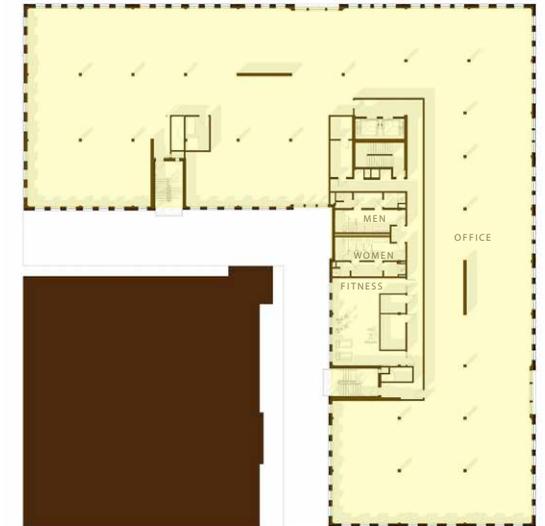
yellow = university facilities

## UO Dedicated Entry

Separate from the residential and retail entry, this entry is solely for University of Oregon traffic.

## 2nd Floor Offices

The second floor is dedicated to offices for the University of Oregon programs.



## Embrace The Complexity

Presented on Jan 28, 2015

Speaker: **Dr. Brandon Barnett**, Director of Business Innovation, Intel

The OEMBA Speakership program hosted Dr. Brandon Barnett, (Class 16), Director of Business Innovation, at Intel, who provided an enlightening presentation on the topic of “Embracing Complexity” for the Alumni audience.

Brandon shared his ideas on how businesses must think about innovation differently in order to offer solutions in systems that are being disrupted by external forces. There is a need to study

the interactions among social, cultural, economic and technology forces from which markets emerge. The view requires a need to focus less on the stable evolution of a

market (the trends) and more on the instabilities and discontinuities in a market (the transformations). He described that the “complexity of a challenge must be met with asking a commensurate number of questions” due to the fact that:

- Outcomes are not predictable
- Order emerges from interactions
- Solutions must match the complexity of the challenges



Brandon provided a real example of an ecosystem in transformation. With data growing exponentially, “personal data has become the new oil of the internet and the new currency of the digital world.” Data is mobile and changing social constructs. Brandon shared about the efforts of industry leaders that have joined efforts across many disciplines to create WE THE DATA, a hub of conversation, news and events celebrating innovative communities, who are each focused on democratizing data in their own way. The organization helps communities come together to gain a voice, mobilize resources, coordinate action, and create the ventures of the future under a strategic framework that envisions and lays out a path to a new transformed data ecosystem. Check it out this link- [wethedata.org](http://wethedata.org) where platform openness, digital trust, digital access, and digital literacy are the fundamental tenants to seek solutions ‘For the People and By the People.’

In order for organizations to stay competitive in this quickly changing business world, businesses will have to adapt their innovation strategies to become more experimental. “When uncertainty is high owing to complex interaction in the ecosystem, the only way to know what’s happening at any given time is to have experiments in the field that provide real-time insights.” One such event, the “National Day of Civic Hacking”, was co-hosted by Intel

and government partners to solve challenges relevant to our cities and neighborhoods. The event included a series of 96 nation-wide events including entrepreneurs, local businesses that mobilized 11K+ hackers under the WE THE DATA transformation framework. This type of broad-scale diverse market experimentation is a critical component of a 21st century innovation strategy.

Brandon concluded by asserting that the digital age is creating a foundational shift in the velocity of change in markets. Historically, markets have been relatively stable systems

punctuated by moments of change, whereas increasingly markets are moments of punctuated stability within ecosystems of constant change. Discovering stability points –i.e. new markets - is a “search” challenge, rather than an “execution” challenge within a market. Therefore, in today’s business climate, embracing complexity requires business leaders to shift their attention:

- From Marketplace To Ecosystems
- From TAM & MSS To Positions & Options
- From Execution To Search

- From Competitive Moves To Levers
- From Organize To Match complexity of challenge

When Brandon was asked what one simple change can any individual or business make that can have a hugely positive impact on their ability to achieve success today? Brandon an-

swers, “The change that has most affected my and my team’s success is a change in perspective – from thinking about innovation as a means to grow into adjacent markets to thinking about innovation as a strategy to probe the

dynamics of the complex business ecosystem that determines our business success. A simple change that an individual or corporation can make to optimize success is to be explicit about the uncertainty of the opportunity and employ appropriate execution or search methods accordingly.” 

-Linda Keppinger (Class 27)

“When uncertainty is high owing to complex interaction in the ecosystem, the only way to know what’s happening at any given time is to have experiments in the field that provide real-time insights.”

Speaker: Brian Forrester, CEO, BuddyUp

On March 25th the OEMBA Alumni Education Committee hosted another intriguing event in our ongoing Speakership Series. Brian Forrester, CEO of BuddyUp, spoke about his journey cultivating entrepreneurship locally and how for-profit companies are creating social impact through innovation.

Listed among Portland's most "prominent startups" by the Portland Business Journal, BuddyUp is a social networking service that helps students find study buddies, organize study groups and connect with peer tutors on campus. It was designed for institutions



who want to increase retention rates, improve student academic performance and cultivate community on campus.

The humble beginning of BuddyUp is a fascinating tale about how a company can spring to life as one person attempts to solve an existing life problem. While attending PSU as junior in Psychology, Brian failed a statistics course. This was the first time he ever failed a class, and he was compelled to make sure it was his last when signed up to take the class over again.

On the first day of class, he stood up before 200 classmates and announced that he was scared by math and failed the first time he took the class. He continued by saying that in order to pass this time he would need some help. He passed around a sheet of paper and asked anyone who felt the same to sign-up and they would figure out a way to get through it together. By the end of the class, the sheet was completely filled and almost everyone had signed up. That was the seed that led to the creation of BuddyUp. (FYI, Brian passed the class with an "A"!)

**BuddyUp is considering a strategic change that focuses more on viral user growth and moves the company away from an enterprise sales model toward what some would call a "Freemium" business model.**

Brian went on to describe the humble beginnings of BuddyUp, "...an online platform that helps students succeed by finding study buddies and organizing study groups". Brian was quite transparent describing his successes, growing pains and challenges - from identifying sources of financing to growing his business nationwide. Currently BuddyUp is at 6 schools and plans to expand to 12 in the Fall of 2015, and will release a mobile app in May.

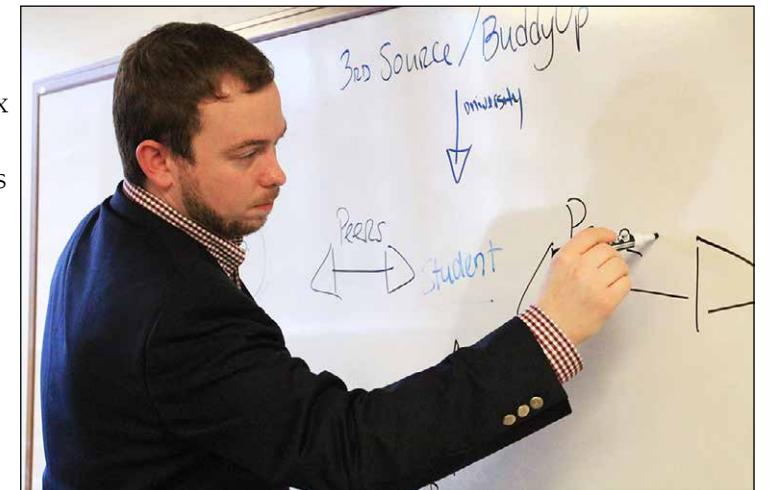
But growth has been slow. One of Brian's the biggest challenges is working within a vertical market where educators who can take up to a year to make a decision, only to see them delay making a decision by another six months. As a result, BuddyUp is considering a strategic change that focuses more on viral user growth and moves the company away from an enterprise sales model toward what some would call a "Freemium" business model.

Everyone who attended thought this was an extremely valuable presentation. As one of the attendees



mentioned, "This was one of the best presentations I've seen. I was quite inspired by how Brian started his business and how open he was to answering our questions."

Oh, and one more thing. One of our alumni became an investor due to Brian's straight forward and honest talk about his experience as a startup entrepreneur. How cool is that?!?!



# NON-PROFIT Alumni Focus

## NAYA PDX

Oscara Arana, Dev & Com Dir.



As director of strategic development & communications Oscar Arana notes, “NAYA is a holistic organization with a lifetime continu-

um of services. We serve the entire Native family.” The more than 26 programs under NAYA are facilitated by more than 100 employees, and even more volunteers. Their educational services also include an on-site high schools, in addition to cooperative programs with five high schools in Multnomah County.

Over much of the organization’s 40 year history, they have relied

on the close-knit Native community to spread the word of NAYA services. “However, we have plans over the coming months and years to raise NAYA’s profile through social media and other associated efforts,” said Mr. Arana.

### Funding

Maintaining revenue to sustain NAYA’s diverse programs is essential. According to Mr. Arana, the organization has historically received the majority of its support from County, City and State sources, followed by some private funding. NAYA usually applies for these funds via RFPs, where NAYA competes with other social service organizations for limited funds. “We are distinctive in these competitions for two main reasons,” said Mr. Arana. “First, unfortunately

the Native American population is overrepresented in categories like poverty, unemployment, and general need for social services. And second, our organization’s diverse offering of programs makes us a fit for many different funding sources.”

However, Mr. Arana foresees a need for more “unrestricted” donation funds to serve NAYA’s shifting needs. NAYA hopes to grow these funds through private donations, in addition to annual fundraising events. Once a year, the Early College Academy Luncheon is held at NAYA’s North Portland campus, celebrating students who overcome significant challenges. The event includes a silent auction and sells out every year. 2015’s luncheon was just held on April 8th. Also, NAYA’s annual Gala is held in November at the Portland Art Museum (where it’s running out of room with 600 guests @ \$250/plate), and serves as a celebration and fundraiser in one.

### What Can YOU Do?

When asked what people should do to help NAYA, Oscar Arana made a simple request: Take time to learn more about Portland’s Native American community, their challenges and contributions. Often, people are unaware that the community exists at all in PDX. “Remember that historical trauma leaves a mark. This is a vibrant community, but a community in need.” Visit [www.nayapdx.org](http://www.nayapdx.org) to learn more about all that NAYA does.



**Director of  
Strategic Development  
& Communications  
Oscar Arana  
(OEMBA Class 26)**

brought a background in non-profit, government and journalism to his position at NAYA. He’s worked as a TV news producer in central Washington, as a writer for Mexico City’s AP bureau, as NAYA’s youth development manager, and for U.S. Senator Ron Wyden.

As a first-generation Mexican immigrant, Oscar is committed to the educational and economic success of NAYA youth and families. “My experience growing up in poverty resembles the experience of many of the NAYA youth and families,” says Arana. “I’m excited to be on the front lines of an organization whose purpose is to empower these families into self-sufficiency.”

Outside of NAYA, Oscar also volunteers with JustPortland, the Oregon Latino Agenda for Action and others.

## NOMINATE A NON-PROFIT

For a Focus article in an upcoming issue of OEMBA Alumni News.

Email your nomination to:  
[oembaalumni@gmail.com](mailto:oembaalumni@gmail.com)

[nayapdx.org](http://nayapdx.org)

The Native American Youth and Family Center serves self-identified Native Americans, infants to Elder, from across the Portland metro area. In 2014, NAYA celebrated their 40th year serving the PDX community. According to the US census, close to 80% of Native populations lives in urban settings. As an urban Indian agency, NAYA Family Center in North Portland impacts the lives of over 10,000 individuals from over 380 tribal backgrounds annually.

NAYA impacts Native American lives in so many ways, it is difficult to enumerate them all here. For example, here is a list of program categories, with many sub-programs under each category.

- Camps and Seasonal Programs
- College and Career Services
- Community Economic Development
- Community Engagement
- Critical Services
- Early Childhood
- Early College Academy
- Elder Services
- Foster Care Support
- Housing
- Home Ownership
- NAYA Construction
- Parent Involvement
- Youth and Education

**The Scholarship:** If you are mentoring someone who would like to earn an MBA as part of their personal development, OEMBA will provide you with a \$5,000 scholarship certificate, distributed over the course of the program. This gift to your mentee is a gesture of your support and the OEMBA's support of alumni mentors.

**The Why:** The Oregon Executive MBA program knows that the most fruitful source of high-performing new students is the 940 successful alumni like you. Also, there is no better mentor for these new students than you, a successful graduate who understands the value of the OEMBA and knows what it takes to get the most from the program.

**The How:**

- Notify the school that you're recommending a candidate to the program by phone or email. Include a description of your mentoring history with the candidate.
- The OEMBA will provide a scholarship certificate.
- Sign and present the scholarship certificate in the amount of \$5,000 to your candidate for them to include with their application materials.
- Provide a pre-program conversation and advice on managing family, career and graduate school with your mentee.

- Check in with the mentee/student at least twice a year, during the two years of the program, to advise and support their success.

Mentors of Class 30 Students:

- Kathy Thurow, Class 29
- Tom Dickey, Class 18
- Kerri Marshall, Class 19
- Dave Farrell, Class 21
- Ellen Devlin, Class 26
- Cal Collins, Class 12
- Heather Deibele, Class 26



**(Schmidt-Devlin) continued from Page 1**

She was personally mentored by the legendary Bill Bowerman and spent 27 years working for Nike. During her time at Nike, she served in various crucial roles including Footwear Product Manager, Americas Footwear Director, and General Manager of Nike's liaison office in China. In 2010, Schmidt-Devlin turned her energy and resources to the creation of the documentary "We Grew Wings" after seeing the men's programs featured in numerous movies and books. The film is a revealing perspective of the Oregon women's track teams of 1985 and 2011. In 2013 she began developing the Sports Product Management program for the University of Oregon, and in January 2015 was announced as the Director of the new program.

See the trailer for her film here.

**(Board) continued from Page 1**

committees, and activities coordinated by this Board. The time is coming for you to continue playing a pivotal role in shaping our alumni network by nominating and electing four new board members.

As decided by our Board in 2014 and subsequently approved in our UOAA Chapter Bylaws in 2015, all Board members will serve a two year term, with three to four of the seven positions becoming vacant each year. This approach ensures there are always fresh ideas and the ability for alumni from other classes to rotate on, while still maintaining continuity. This year, Board members Jim Paulson, Jim Perris, Heather Diebele, and Joe Pugh have terms ending. We owe them greatly for establishing the phenomenal level of engagement we are seeing across the alumni network. Thank you all for your dedication, passion, and most of all, ability to execute!

The upcoming nomination & election schedule is as follows:

- April 27th- May 8th Call for Nominations
- May 11th – May 15th Confirmation of Nominees
- May 18th – May 29th Voting Survey
- June 1st Election Results
- June 2nd New Board Members  
Attend Board Meeting  
with Outgoing Members

If you would like to nominate yourself or somebody else for one of the four open board positions, please watch for the Call for Nominations email on April 27th.

If you would like additional information, or to express your interest in being nominated now, please feel free to contact Brad Jackson at [bjackson@bpmnw.com](mailto:bjackson@bpmnw.com).

## Online Resources for OEMBA Alumni

[OEMBA Alumni website](#)

[LinkedIn Group](#)

[OEMBA Website](#)

[Careerbeam](#)

[IntroMaps](#)

[OEMBA Listserv](#)

[uoalumni.com/oemba](http://uoalumni.com/oemba)

[Oregon Executive MBA Alumni group](#)

[oemba.uoregon.edu](http://oemba.uoregon.edu)

[oemba.uoregon.edu/careerbeam](http://oemba.uoregon.edu/careerbeam)

[oemba.uoregon.edu/intromaps](http://oemba.uoregon.edu/intromaps)

[oemba.uoregon.edu/listserv-subscribeunsubscribe](http://oemba.uoregon.edu/listserv-subscribeunsubscribe)

# Calendar of Events

## OEMBA

### Information Sessions:

**Eugene**, OR, Illis Business Complex  
May 2/ 2015: 12:00 PM

**Bend**, OR, UO Bend Center & Duck Store  
May 5/ 2015: 6:00 PM

**Hillsboro**, OR, Embassy Suites, Hillsboro  
May 12/ 2015: 6:00 PM

## May 27/ 2015

OEMBA Alumni Association  
Speakership Series  
(hosted by the Education Committee)

### Building A New Sports Product Management Program

Speaker: Ellen Schmidt-Devlin, Director,  
**UO Sports Product Management**

OEMBA Offices  
200 SW Market Street  
6:30 - 8:00 p.m.

Watch your inbox for updates regarding upcoming Speakership Series events.

## June 24/ 2015

OEMBA Alumni Association  
Speakership Series  
(hosted by the Education Committee)

### Effects of Unprecedented US Monetary Base Growth - Quantitative Easing

Speakers:  
**Dr. Tom Potiowsky** Portland State University  
Robert Loffink, Risk Manager **US Bank**

OEMBA Offices  
200 SW Market Street  
6:30 - 8:00 p.m.

## July 29/ 2015

OEMBA Alumni Association  
Speakership Series  
(hosted by the Education Committee)

### Title TBD

Speaker: Jon Hensley, CEO  
**Emerge Interactive**

OEMBA Offices  
200 SW Market Street  
6:30 - 8:00 p.m.

## OEMBA Alum To Be Honored at 2015 Celebrate Trade Gala

Two companies led by OEMBA alumni will be honored at this year's Celebrate Trade Gala. Fall Creek Farm & Nursery and Craftport, LLC will each receive awards for their work promoting trade, and will be honored by Governor Kate Brown, Mayor Charlie Hales, Port of Portland Executive Director Bill Wyatt, and the Oregon Consular Corps.

Nate Webb of Craftport, LLC writes, "I'm excited, and I can say with confidence that OEMBA helped prepare us to position our companies globally."

### The Awards:

Fall Creek Farm and Nursery, Inc.  
- *Governor's Trade Leadership Award*  
Boris Aust, OEMBA Class 28  
CFO  
<http://www.fallcreeknursery.com/>

Craftport, LLC  
- *Emerging Oregon Exporter*  
Andy Kalamaris, OEMBA Class 28  
President & Co-Founder  
Nate Webb, OEMBA Class 28,  
Co-Founder  
<http://craftportexports.com/>

### Event:

May 18, 2015  
6:00 PM - 9:00 PM  
Portland Art Museum 

## OEMBA Alumni Board 2014/2015

Jim Paulson, MBA Class 13  
Co-Chair  
[Jim.Paulson@viewpoint.com](mailto:Jim.Paulson@viewpoint.com)



Brad Jackson, MBA Class 19  
Co-Chair  
[bjackson@bpmnw.com](mailto:bjackson@bpmnw.com)



Heather Deibele, MBA, PE Class 26  
[hdeibele@gmail.com](mailto:hdeibele@gmail.com)



Laci Engel, MBA Class 22  
[laciengel@gmail.com](mailto:laciengel@gmail.com)



Matt Howard, MBA Class 24  
[matthewh8@hotmail.com](mailto:matthewh8@hotmail.com)



Jim Perris, MBA Class 4  
[jim.perris@calbag.com](mailto:jim.perris@calbag.com)

