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

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

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

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

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

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

RECIPE FOR SUCCESS: XI’AN FAMOUS FOODS

THE OLIN NETWORK

THE LURE OF THE WINE BUSINESS

SOWING SEEDS OF EXPERIENCE

WANTED: PUNCH LINES
Olin? There’s an App for That.

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

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

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

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

Thank FOO

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

1,500 VOLUNTEERS

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

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

New Faculty

JOSEPH CULLEN
ASSISTANT PROFESSOR OF ECONOMICS
PhD, Economics, 2009, The University of Arizona
Previously, Joseph Cullen was a fellow at the Harvard University Center for the Environment. His research interests include industrial organization, environmental economics, energy and applied econometrics.

AMR FARAHAT
ASSISTANT PROFESSOR OF OPERATIONS & MANUFACTURING MANAGEMENT
PhD, Operations Research, 2004, Massachusetts Institute of Technology
Before joining Olin, Amr Farahat was a faculty member at Cornell University. His research interests include pricing and inventory optimization with a focus on differentiated products.

EXECUEIL HERNÁNDEZ
ASSISTANT PROFESSOR OF STRATEGY
PhD, Strategic Management & Organization, 2011, University of Minnesota
Exequiel Hernández has taught undergraduate business policy at the University of Minnesota. His research interests include strategy, interfirm networks and social capital, and international business.

BAOJUN JIANG
ASSISTANT PROFESSOR OF MARKETING
PhD, Information Systems, 2011, Carnegie Mellon University
Baojun Jiang has worked as an IT consultant and CRM applications manager. His research interests include competitive strategy, platforms, user-generated content, e-commerce, technology-enabled markets, pricing and game theory.

ASAF MANELA
ASSISTANT PROFESSOR OF FINANCE
PhD, Finance, 2011, University of Chicago
Asaf Manela worked as a software engineer at Mercury Interactive before joining Olin. His research interests include asset pricing; information acquisition and diffusion in financial markets; and the role of the media in finance, learning and portfolio choice.
A Greener MBA
Starting this fall, students at Washington University can earn a dual master’s degree in engineering and business (MBA/MEng). The 2½ year-long program focuses on energy, the environment and corporate sustainability.

STUDENTS WILL SPECIALIZE IN ONE OF FIVE PATHWAYS:
• Advanced energy technologies
• Energy and environmental nanotechnology
• Environmental engineering science
• Technology for environmental public health
• Energy and environmental management

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

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

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

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

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

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

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

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

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

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

View courses online at Brookings.edu/ ExecEd
10 Years and Going Strong

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

KNIGHT CENTER

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

EMBA – SHANGHAI PROGRAM

Special banners commemorating the 10th anniversary of the Olin-Fudan University EMBA program were unveiled at this year’s opening ceremony in Shanghai. The Olin-Fudan partnership was one of the first Executive MBA programs in mainland China. The Financial Times has ranked the Shanghai program no.1 in China for the past seven years.

SKANDALARIS CENTER FOR ENTREPRENEURIAL STUDIES

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

MBA Turns Pro

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

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

New Visiting Professors & Lecturers

JOICE HU

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

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

KONSTANTINA KIOUSIS

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

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

DEBRA KROLICK

VISITING PROFESSOR OF ACCOUNTING
PhD, 1998, University of Chicago

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

TIRTHANKAR ROY

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

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

DURAI SUNDARAMOORTHI

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

Durai Sundaramoorthi was previously on the faculty at Missouri Western State University and the University of Missouri-Rolla. His research focuses on methodology: data mining, simulation and simulation-based optimization.
Number of students who participated in consulting projects in fall 2010–summer 2011 through the CENTER FOR EXPERIENTIAL LEARNING 228

Washington University endowment managed by OLIN students in the Investment Praxis course $1,000,000

15,350
Number of bagels sold at Einstein Bros. Bagels since it opened in Simon Hall on Jan. 31, 2011

95
Olin Business School opened March 30, 1917

17,809
OLIN ALUMNI

20,000 FT.
Elevation reached when Ron King climbed Mount Everest, March 2011. King is the Myron Northrop Professor of Accounting and senior associate dean - programs.

5,341
MEMBERS OF OLIN’S ALUMNI LINKED GROUP

108
FACULTY MEMBERS

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

18
MBA STUDENTS PARTICIPATING IN THE 2ND ANNUAL UNITED WAY BOARD FELLOWS PROGRAM

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

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

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We truly learned a lot about the European Union.”

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

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

S.E. ASIAN ADVENTURE

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

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

BRAZIL IS AMAZING!

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

Ashley Elleby, MBA ’12,
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HUNGARIAN STARTUPS

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

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

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GOOD THAMES

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

Kathryn Trumbo, BSBA ’12, London Internship Program

BUSINESS IN ISRAEL

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

MAKING A DIFFERENCE IN MADAGASCAR

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

EYEWITNESS TO JAPAN IN CRISIS

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

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

LUXURY-BRAND INSIDERS

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

Danielle Rubin, BSBA/MACC ’12, Luxury Apparel Marketing course and tour
We Are Connecting Olin’s Past, Present & Future

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

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

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

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

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

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

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

olin.wustl.edu/alumni

Distinguished Alumni Awards

MBA/MHA ’81
Jay Grinney

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

MBA ’77
John D. Beuerlein

Beuerlein’s internship at Edward Jones while he was an MBA student led to a full-time job, numerous leadership roles and his elevation at age 26 to full partner, the youngest ever at the St. Louis-based investment company. Today he leads Edward Jones’ North American customer experience program, ranked first in the U.S. in 2010 by J.D. Power and Associates.
Hundreds of alumni, friends and corporate partners celebrated at the annual Alumni Awards Dinner, held May 4, 2011, at the Ritz-Carlton in Clayton, Mo. Honorees at the gala event are pictured here. Mark your calendar and plan to attend the festivities April 5, 2012.

Welcome, HAP Alumni

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

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

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

MBA ’90

Gregory A. Fox

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

MBA ’88

Jeff L. Fox

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

BSBA ’47

Sidney H. Guller

Sidney Guller, chairman of the board of Essex Industries, has made generous contributions to the University, including the Bobette and Sidney Guller Scholarship in Business and scholarships for students in the joint MBA/engineering degree program. He is a life member of the Eliot Society, a founding sponsor of the Scholars in Business Program, past president of the Olin Alumni Board, and past recipient of both Olin’s Distinguished Alumni Award and Washington University’s Founders Day Award. Guller’s company, Essex Industries, has sent numerous managers through Olin’s EMBA program.
Radio Times
Marketing professors SEETHU SEETHARAMAN and CAROL JOHANEK (adjunct) were on the “Ron Insana Show” to talk about The New York Times’ website pay wall.

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

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

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

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

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

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

Business Zips Ahead With Twitter
SHARON MCMILLEN CANNON, Management Communication Lab director, tells Agence France Presse (AFP) that businesses, large and small, can’t afford to ignore the benefits of tweeting to their customers.
CYNTHIA CRYDER
Assistant Professor of Marketing

LINGXIU DONG
Associate Professor of Operations & Manufacturing Management
with O. Boyabatli and R. Li, to be published by John Wiley & Sons Inc.

HILLARY ANGER ELENFENBEIN
Professor of Organizational Behavior
Bossypants
Tina Fey
“It is entertaining but also has a lot of serious advice and reaffirmation for female professionals.”

JOSEPH GOODMAN
Assistant Professor of Marketing
The Art of Choosing
Sheena Iyengar
“Iyengar is a psychologist whose research has changed how we think of consumer decision making by questioning the notion that more choice is always better and that consumers will always want more choice.”

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Handbook of Integrated Risk Management in Global Supply Chains, with O. Boyabatli and R. Li, to be published by John Wiley & Sons Inc.

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The Heart and the Fist: The Education of a Humanitarian, the Making of a Navy SEAL
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Assistant Professor of Finance
The Four Colors of Business Growth, Elsevier.

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

FACULTY

STEPHEN NOWLIS
August A. Busch, Jr. Distinguished Professor of Marketing
Bounce: Mozart, Federer, Picasso, Beckham, and the Science of Success
Matthew Syed

KURT DIRKS
Bank of America Professor of Managerial Leadership

HILLARY ANGER ELENFENBEIN
Professor of Organizational Behavior
Bossypants
Tina Fey

JOSEPH GOODMAN
Assistant Professor of Marketing
The Art of Choosing
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OLIN.WUSTL.EDU/NEWS/PAGES/NEWSITEM.ASPX?SID=483

BOOKSHELF
Olin Cup

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

Scott Named Kauffman Fellow

Erin L. Scott, a graduate student in Olin’s PhD program, is one of 15 promising young scholars selected to receive a $20,000 fellowship from the Ewing Marion Kauffman Foundation in recognition of groundbreaking research in the field of entrepreneurship.

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

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

Bootstrappers Succeed and Sell Magazine

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

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

In 2006, when they were sophomores, the two friends defied the digital revolution to launch a magazine about the music they liked to listen to and write about. By senior year, Petersel — a self-described “Olin junkie” — who majored in marketing, finance and entrepreneurship, persuaded Fritz, a chemistry major, to take the Hatchery class to develop a business plan to turn their college magazine into a profitable business.

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

Petersel is currently in Harvard’s MBA program, and Fritz is pursuing his MBA at Stanford.

For more on Eleven Magazine, visit elevenmusicmag.com
Celebrity Chef Anthony Bourdain is a regular customer.

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

Wang’s Spicy & Tingly Lamb Face Salad stars on Food Network’s “The Best Thing I Ever Ate.”

Recipe for Success: Xi’an Famous Foods

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

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

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

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

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

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

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

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

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

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

“There are so many terrific electronic tools to help us stay connected,” Clifford Holekamp, MBA ’01, senior lecturer in entrepreneurship, says. “But in my opinion, the best way to build meaningful relationships is still face to face.”

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

Share your stories about the Olin network on Facebook, LinkedIn and Twitter.
Citi employs more than 100 Olin alumni around the world; more than two dozen are with the U.S. residential mortgage unit, Citimortgage, in suburban St. Louis. Catherine French, PMBA '93, Citimortgage franchise management senior director and St. Louis site president, is at the center of the Olin-Citi network.

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

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

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

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

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

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

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

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

Citi and Olin researchers are beginning the second phase of this study, and another project analyzing supply chain practices in the mortgage industry is under way. Citimortgage and Olin are also planning a mortgage industry conference to be held in New York City in 2012.
Jerome Young, MBA ‘04, was laid off from a Fortune 500 company – with 12,000 fellow employees – at the start of the recent recession. Determined to beat the odds of finding work in the midst of a financial meltdown, he developed a new strategy for job searching that netted him 10 job interviews and multiple job offers in less than 30 days. The result: Attract Jobs NOW, a job search consulting firm that Young created to share his successful strategy with others.

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

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

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

attractjobsonline.com/home

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

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

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

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

“Networking is a vital part of entrepreneurship because you can’t do anything of consequence all alone,” Holekamp explains. “I teach about networking in my courses and believe networking skills can be taught. It is also covered in business communications courses and through experiential learning activities on campus, such as business plan competitions.”

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

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

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

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

BY GAIL B. APPLESON | IMAGES BY KAREN ELSHOUT
Americans consumed 330 million cases of wine in 2010, surpassing France as the largest wine-consuming nation according to the Wine Institute. Estimated retail value of all that vino: $30 billion. Jeff Stettner, left, and Tomás Achával, right, compare vintages in Stettner’s St. Louis wine shop.
“There’s a mystique about the wine business,” says F. Gilbert Bickel III, managing partner of the California winery Calistoga Cellars in Napa Valley.

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

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

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

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

“They really knew how to make wine, but they weren’t great business people,” he says.

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

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

The Vino Gallery owners, Rachael Buehrer and Alex Head were named finalists in Bloomberg Businessweek’s 2010 America’s Best Young Entrepreneurs list. Most evenings, you can find them at their shop in the Central West End, offering tastings of a new arrival and discussing wine or the artist in the current gallery exhibit. Buehrer says one of the wonderful things about the wine business is that “rarely is anyone unhappy when they’re shopping for wine.”
Building relationships in the community has been key for Alex Head, who opened The Vino Gallery with his fiancée, Rachael Buehrer, in March 2010.

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

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

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

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

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

Head says he loves the feeling of starting a new business and not knowing exactly where it will lead. He is quick to add that his Olin education provided him with the necessary tools and confidence to run the business. “It [Olin degree] has given me the ability to sleep at night knowing it should work.”
Jeff Stettner grew up in northern California, where he worked in the restaurant and wine sales business. After graduate school, he settled in St. Louis and pursued a career in advertising but longed to run his own business.

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

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

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

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

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

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

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

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

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

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

“I always wanted to work for myself,” says Achával, now 52. “And now I’m finally doing it.”

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**A Nomad Discovers Wine**

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

There are only two businesses in New York City with a license to make wine, and Olin Business School alumni own both. Brooklyn Winery in Williamsburg and City Winery in Manhattan offer oenophiles a do-it-yourself (DIY) experience under the guidance of professional vintners who lead customers through the process, from crushing grapes to bottling their very own vintage.

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

The growing popularity of the locavore food movement and American wines also inspired Leventhal’s entrepreneurial plans.

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

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

Suburban Wineries

Chandler Hill Vineyards is about 30 miles west of the Washington University campus, in Defiance, Mo. It’s one of the newest wineries in the state; it opened in 2008 after a $6 million-plus construction project to build a 10,000-square-foot facility that houses a restaurant, tasting room and meeting spaces. Brad Werner, MBA ’97, is a principal investor in the venture and led the team responsible for the architectural and interior design of the winery. Brad Hohenberg, PMBA ’05, is also an investor.
Sowing

SEEDS OF EXPERIENCE

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

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

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

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

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

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

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

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

The executives received the information well.

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

*Steve Stull, BSBA ’81/MBA ’85, co-founded Advantage Capital Partners.
After the presentation, the international team of students was congratulated on a project well-executed, treated to lunch and awarded three credit hours. “Overall it was a great experience. We really learned a lot about the product,” Sunflower Food Co. President Jarrett Dunn said. “We will look at trying to brand it. We’ll try to make a bold statement and drop the ‘drops.’ And I got an awesome intern out of it.”

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

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

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

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

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

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

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

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

Learn more about the CEL program: olin.wustl.edu/cel/Pages/Apply.aspx
“As a connoisseur of M&M’s, these colors really threw me off.”

“I think it’s candy.”

“The name doesn’t tell me what it is.”
Carlos Brito

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

Billie Jean King

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

Other guest speakers this year included:

- **WARREN FRISS**, former vice president at the Topps Co.
- **RICHARD ROSE**, former president of Caesars World Sports

Alan Webber

Alan Webber, co-founder of Fast Company, the pioneering magazine written for and about progressive business leaders, spent a day on campus in April, visiting classes at Olin and the Sam Fox School of Design and Visual Arts. In addition to a luncheon talk hosted by Olin Dean Mahendra Gupta, Webber delivered the annual Eugene J. Mackey Jr. Lecture at the Fox School. Webber is a thought leader at the intersection of design and business.

Burt Tansky

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

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

youtube.com/watch?v=2UqrvVevrG0
Sanjiv Das
Sanjiv Das, president and CEO of CitiMortgage, participated in Olin’s seventh annual Corporate Finance Conference, sponsored by the Center for Finance and Accounting Research (CFAR). In a session focusing on the Dodd-Frank Wall Street Reform and Consumer Protection Act, Das provided a view from the financial industry on the new reforms. Das welcomed the Dodd-Frank Act and its macro approach to financial regulation to bring structure and transparency to the system. He acknowledged that while reforms and expanded regulation “might be painful in the short term, in the long term it will create confidence in the U.S. system.”

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

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

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

Other Knight course guest lecturers included:
JOHN BROWNE
former CEO, BP Amoco
KATHY BUTTON BELL
CMO, Emerson
DAVID FARR
Chairman, CEO & President, Emerson
JOHN GRAHAM
Chairman, Fleishman-Hillard
ERIC GREITENS
CEO, The Mission Continues
LESTER B. KNIGHT,
Chairman, AON
ED WHITACRE
Chairman and former CEO, General Motors

Other recent guest lecturers included:
JON FELTHEIMER
Co-chairman and CEO of Lionsgate
BARRY WEISS
Chairman and CEO of BMG Label Group.
1950s

Susan (McIntire) Mueller, BSBA ’52, Tehachapi, CA, was re-elected to a second term on the Stallion Springs Community Services District board of directors.
susiec739@sbcglobal.net

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

1960s

Ronald McCord, MBA ’62, Wilmington, NC, retired from GlaxoSmithKline in Research Triangle Park, NC, as VP of human resources. He and his wife, Diane, have three children and seven grandchildren and enjoy sailing and the beach.
rmccord@ic.net

1970s

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

1980s

Richard Herndon, MBA ’81, Springfield, IL, retired after 30 years with the Southern Illinois University School of Medicine, where he served as a financial and information technology manager. Herndon is pursuing interests in travel, photography, music and volunteering.
rjh1357@illinois.edu

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

Sam Parab, MBA ’81, Princeton, NJ, works for the Federal Housing Finance Agency. parab@fhfa.gov

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

Brenda (Bradley) Steihl, BSBA ’81, San Diego, CA, joined TriTech Software Systems as controller in 2008. TriTech develops public safety software. brendasteißh@email.com

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

Leslie (Cutler) Sgro, MBA ’85, Springfield, IL, creates and posts website and creates and posts website. Leslie.sgro@illinois.gov

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

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

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

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

1990s

Crystal Bollinger, BSBA ’90, Cordova, TN, teaches Jazzercise. She homeschooled her three daughters and celebrated 21 years of marriage to her husband, John, BA ’80.

Jeremy Hawk, BSBA ’92, Rochester, NY, returned to Constellation Brands to grow its U.S. wine division. The company is the No. 1 wine distributor in the world, with brands such as Robert Mondavi, Ravenswood and Francisca Eates.

Donald Skelton, EMBA ’86, Bonita Springs, FL, owns Blue Orbis Capital Advisors.
dskelton77@mac.com

Stewart Clark, PMBA ’88, St. Louis, is COO of Senoret Chemical. wstewart.clark@gmail.com

John “Jake” Ring, MBA ’92, Atlanta, GA, is CFO of GE Energy Services, providing services and equipment to the utility market, oil, gas and commercial industrial segments.

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

Michael Erdman, BSBA ’93, Deerfield, IL, practices law in Chicago. He has launched a new website, AgentsCompared.com, that helps home buyers and sellers make more informed decisions on their real estate agent selection.
Nearly half of Olin Business School undergraduate and MBA students need financial assistance to attend Washington University. The Scholarship Initiative for Washington University is a fundraising effort to secure new annual and endowed gifts. Olin’s goal is to raise $20 million in new scholarship support by June 30, 2014. Through the generosity of our alumni and friends, Olin had received $15.3 million toward our goal as of July 2011. Please transform the future of a student by making a gift today!

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

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

Olin’s $20 Million Scholarship Challenge

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

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

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Meet the Class of 2011

By Johann Qua Hiansen, BSBA ’11

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

We were the last class to be admitted by former associate dean Gary Hochberg. We were the first class to eat at Einstein Bros. Bagels in St. Louis, was promoted to director of national accounts for St. Jude Medical, a medical device manufacturer. michaelbuescher@att.net

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

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

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

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

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

Adam Levine, BSBA ’04, New York, NY, joined the Strategic Initiatives Group of CSL Bank International, the largest multicurrency foreign exchange settlement bank. adamlevine8@gmail.com

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

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

Here’s a warning for the world to heed. Look out because the Class of 2011 is coming. And we aren’t walking forward. We are sprinting toward success.
Therapeutics, an early-stage Tallahassee, FL, is a licensed Tamara Eaton, talked with Josh Zwickl, BSBA ’04/Tim Brooks, BS ’95/AB ’04, grandfather, an anti-apartheid director at Boston Scientific drug discovery company in development for Envoy development manager at Gulf Coast gasoline analyst of Gulf Coast gasoline used by universities, government agencies and the health care industry. Elizabeth (Passanise) Ott, PMBA ’08, St. Louis, is director of marketing for Famous Footwear. Michael Sehnert, EMBA – Shanghai ’08, Gilbert, AZ is VP of global operations and technology for the Advanced Circuit Materials Division of Rogers Corp. He moved back to the U.S. after seven years working for the company in China. michael.sehnert@rogerscorp.com Hao Wu, MACC ’08, Shanghai, China is an analyst at A.T. Kearney. He recently relocated from the United States to China to take on this new opportunity. beyondwu@hotmail.com Brian Jiang, MBA ’09, Beijing, China, recently established a mutual fund focusing on China’s stock market. jbjdk@gmail.com

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

Jason Eden, EMBA ’08, St. Louis, works as an education services employee for a small cloud computing startup firm based in Santa Barbara, CA. He builds training delivery, online education, curriculum development, e-learning, certification and partner programs related to education and accreditation. Scott Iverson, PMBA ’08, St. Louis, is group sales and marketing manager at Elsevier. He is responsible for the sales and marketing strategy for e-book collections and other electronic content on a number of platforms used by universities, government agencies and the health care industry. Elizabeth (Passanise) Ott, PMBA ’08, St. Louis, is director of marketing for Famous Footwear. Michael Sehnert, EMBA – Shanghai ’08, Gilbert, AZ is VP of global operations and technology for the Advanced Circuit Materials Division of Rogers Corp. He moved back to the U.S. after seven years working for the company in China. michael.sehnert@rogerscorp.com

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Jason Smith, EMBA ’09, St. Louis, was promoted to director of talent and organizational development at Cortegix. jsmithy5@gmail.com

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

Sean Murphy, MBA ’10, St. Louis, worked with Olin’s marketing team and Mike Martin Media to create a video, titled “Olin MBA Pride,” to highlight the accomplishments and achievements of the Olin 2010 and 2011 full-time MBA classes. smk80@gmail.com

Josh Lanzet, BSBA ’09, Chicago, IL, is a rich-media campaign manager at Google. He manages high-revenue agency and client accounts using Google platforms and technologies. Shweta Sah, PMBA ’09, San Jose, CA is an associate manager at eBay Inc. shweta.sah@gmail.com

2010s

Xinting Chen, BSBA ’10, St. Louis, works at Monsanto. xinting@gmail.com

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

Bong Kim, PhD ’10, Washington, DC has been appointed as an assistant professor at American University’s Kogod School of Business. Larry Liu, EMBA – Shanghai ’10, Shanghai, China is PS director of greater China for Nuance Communications. larry.liu@yahoo.com

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

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

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

Ben Sann, BSBA ’10, New York, NY is founder and CEO of BestParking.com, a free parking search engine that steers drivers toward the cheapest and most convenient parking facilities in 90 cities and 79 airports. In March, BestParking.com won the Investor’s Choice and 3rd Place Overall awards at the NYC Big Apps competition. Sann would like to thank the Skandalaris Center for helping him grow his company. bensann@bestparking.com

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

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BIRTHS & ADOPTIONS

Susan Greene, BSBA ’81, Danville, CA, to Roger Frazier, Sept. 6, 2011. sgrehome@earthlink.net

Tracy (Wong) Bowen, BSBA ’97, Denver, CO, to Steve Bowen, May 28, 2010. tracy Bowen@Q.com

Amanda Kramer, BSBA/ AB ’00, New York, NY, to William Borden, Nov. 5, 2011. amanda.kramer@pmba.com


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

Willynna Roberts, BSBA ’01, Charlotte, NC, to Brandon Banner, Nov. 11, 2011.

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

Susan Green Daniel, MBA ’94, Summit, NJ, a son, Adam Patrick. susan.daniel@gmail.com

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

Jeremy Dubow, BSBA ’98, and Farrah Zick, Chicago, IL, a son, Ean Spencer. jerem@nhtcpa.com

Mandy Allman Lin, BSBA ’00, and Steve, San Jose, CA, a daughter, Abigail Evey.

Christy Wells, AB ’92/ PMBA ’00, and David Tyndall, St. Louis, a son, Isaac Albert. citychristy@gmail.com

Zafar Khan, MBA ’02, and Madeline Gragg, MBA ’02, St. Paul, MN, a son, Roshan. zafarfz@gmail.com

Alicia Schnell, AB ’97/ MBA ’02/MSW ’02, and Alan Shulko, St. Louis, a son, Fritz. oliver.schnell@wustl.edu

Lauren Cramer Schumacher, BSBA ’02, and Luke, Orland Park, IL, a daughter, Mila Maureen. lauren.schumpf@pffiarz.com

Erin Doty Toohey, BSBA ’02, St. Louis, a daughter, Chloe Elizabeth. erinnaz@gmail.com

Walker Deibel, MBA ’04, and Colleen, St. Louis, a daughter, Helena Josephine. deihebl@wustl.edu

Bryce Bowman, EMBA ’06, and Nicole, Chicago, IL, a daughter, Hannah Grace. bryce@cmuva.com

Akhilesh Gupta, MBA ’06, Newark, NJ, second child, Shana. guptahil@gmail.com

Lisa Cantu Wells, PMBA ’06, and Jason, St. Louis, a son, Lucas Stanley. lisawellz@hotmail.com

Joseph Rojek II, MBA ’07, and Karen, Chicago, IL, a daughter, Skye Lee. joseph.rojek@gmail.com

Mike Sutton, MBA ’07, St. Louis, twins, Grant and Arislea, and a daughter, Alexis. mssutton83@yahoo.com

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

Douglas Baskies, MBA ’09, and Miriam, McLean, VA, a daughter, Zoe Esther. dougbask@aol.com

IN THE BIG APPLE? THE WINDY CITY?

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

OLIN BUSINESS SCHOOL // FALL 2011
Olin’s Lineup to Help Busy Executives Invigorate Their Careers

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

CERTIFICATE PROGRAMS FOR PROFESSIONALS

Supply Chain Management NEW
Women’s Leadership Forum NEW
Managing Health Care Delivery NEW
Finance for Nonfinancial Managers
Leadership Essentials for Managers

The certificate programs last for three to six months and offer intensive knowledge and skill building for management development training and succession planning. A limited number of partial scholarships are available for entrepreneurs, small businesses and nonprofits.

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

EXECUTIVE EDUCATION ONE- AND TWO-DAY SEMINARS

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

Upcoming seminars include:

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

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

EXECUTIVE AND PROFESSIONAL MBA

Upcoming information sessions include:

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

Register now at olin.wustl.edu/MBA
1930s
Paul W. Proctor, BSBA '36, New York, NY
Walter A. Beckers, BSBA '38, St. Louis
Howard E. Gilkes, BSBA '39, Green Valley, AZ

1940s
Arnold R. Wittmann, BSBA '40/MBA '47, Roswell, GA
Louis A. Hoerr II, BSBA '41, St. Louis
Howard A. Kuehner, BSBA '41, St. Louis
Robert Ervin Lynch, BSBA '41, Boulder, CO
Melville Smithers Jr., BSBA '41, St. Louis
Max M. Barken, BSBA '42, St. Louis
Paul H. Kummer, BSBA '42, San Antonio, TX
Edward W. Rhodes, BSBA '43, Kirkland, WA
Frances (Hoffman) Franklin, BSBA '44, St. Louis
Beverly (Sandler) Holtzman, BSBA '44, St. Louis
Juanita (Marglous) Yawitz, BSBA '44, St. Louis
Martha R. (Williams) Schwermin, BSBA '46, Highland Park, IL
Albert Z. Becker, BSBA '47, St. Louis
Edwin S. Brownstein, BSBA '47, St. Louis
Robert W. Kreuter, BSBA '47, Garden Grove, CA
James E. Withrow, BSBA '47, St. Louis
James A. Auffenberg Sr., BSBA '48, St. Louis
Pearl E. (Rosenberg) Cahn, BSBA '48, St. Louis
Charles E. Feeeny Jr., BSBA '48, Ramona, CA
Lois (Fuchs) Fleishman, BSBA '48, St. Louis
Kenneth Poslowsky, BSBA '48, Rancho Santa Fe, CA
Yetta (Egel) Raiffle, BSBA '48, St. Louis
Wray L. Shultz, BSBA '48, St. Louis
Andrew P. Bennett Jr., BSBA '49, Peoria, IL
Sol Kranzberg, BSBA '49, Peoria, IL
Donald E. Middletown, BSBA '49/MBA '88, Irving, TX

1950s
Lester H. Baumgartne, BSBA '50, St. Louis
James F. Cornwell, BSBA '50, St. Louis
Richard M. Donnelly, BSBA '50, Cleweter Water, FL
Richard A. Long, BSBA '50, St. Louis
Frank W. May, JD '49/B MBA '54, St. Louis
Erwin W. Schneider, BSBA '50, St. Louis
Christ Sporoulias, BSBA '50, St. Louis
Marilyn D. (Handler) Ulrich, BSBA '50, St. Louis
Leroy W. Vogts, BSBA '50, St. Louis
Daniel Bartlett Jr., BSBA '51, St. Louis
Robert W. Cohen, BSBA '51/JD '54, St. Louis
Raymond W. Pitchford, MBA '53, St. Louis
Thomas C. Amberg, MBA '53, Arlington Heights, IL
Raymond W. Pitchford, MBA '53, St. Louis
Ann (Lila Ann Ross) Walburn, BSBA '53, Collinsville, IL
Fredda L. Ash, MBA '54, Longboat Key, FL
Robert P. Barmidge, MBA '54, St. Louis
Percy M. Lincoln Jr., MBA '68, Lexington, VA

1960s
Gary D. Heien Sr., BSBA '62, O'Fallon, IL
Thomas C. Amburg, MBA '63, Arlington Heights, IL
Mary E. (Hartkopf) Blij, BSBA '63, Arnold Heights, IL
Raymond W. Pitchford, MBA '63, St. Louis
John O. McGuire, BSBA '52, St. Louis
Donald D. Reynolds, MBA '63, Terre Haute, IN
Robert L. McDonald, MBA '64, St. Louis
Donald E. Middleton, MBA '66, O'Fallon, IL

1970s
Lowell D. Bourne, MBA '71/PhD '76, Terre Haute, IN
William Dowling Victor, MBA '75, St. Louis
Wayne Thomas Clark, BSCS '75/MBA '76, Louisville, KY
Bruce Thomas O'Dell, MBA '76, St. Louis
Alexander Mark Zupsich, MBA '78, Los Angeles, CA
Harold Barry Pomerantz, AB '79/MBA '89/JD '90, Chicago, IL

1980s
Curtis D. Blanc III, BSBA '96, Santa Fe, CA
Peter Ellis Brown, EMBA '05, St. Louis

BSBA '41
Howard A. Kuehner

January 15, 1916 - December 22, 2010

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

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

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

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

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

Hortense Hartkopf Kuehner preceded her husband in death in 2009.
Caption Contest

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

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

Please put “caption contest” in the subject line.

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

**WINNER** receives the original cartoon with caption.

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Mark your Calendar for These Key Olin Dates

**NOVEMBER 17, 2011**
Scholars in Business Annual Dinner

**NOVEMBER 24, 2011**
Thanksgiving Feast at the Knight Center

**JANUARY 13, 2012**
Professional MBA spring class starts

**MARCH 30, 2012**
Olin’s 95th Anniversary

**APRIL 15, 2012**
Executive MBA spring class starts

**APRIL 19, 2012**
2012 Distinguished Alumni Awards

**APRIL 20-22, 2012**
Alumni Weekend at Thurtene Carnival

**MAY 18, 2012**
Commencement

**MAY 17-20, 2012**
Reunion at Commencement
Your Next Move.

Washington University’s Olin Business School has the tools you need to stand out in today’s complex business environment.

Olin’s **one-day business seminars** give participants powerful business tools to apply immediately to their jobs. Our **Executive MBA** helps already-seasoned executives grow into world-class business leaders. Our **Professional MBA** prepares business professionals for acceleration in their careers. Olin’s **Specialized Masters Programs** help students stand out from the crowd. Olin’s **Certificate Programs for Professionals** offer timely deep dives into key business functions.

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