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Haas NewsWire - April 13, 2009

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10th Annual Global Social Venture Competition Draws Record Numbers

Two Berkeley MBA teams, Avi Clinics and GoalSpring, will be among the fifteen finalists from around the world to pitch business ideas with a positive social or environmental impact as the Global Social Venture Capital Competition celebrates its 10th anniversary at the Haas School on April 24.



The teams will present their business plans to judges in Andersen Auditorium on Friday, April 24, from 8:15 a.m. until 4:45 p.m. The event is free and open to the public.

Since its inception at the Haas School, the GSVC has expanded on an international scale, attracting a record 300+ plans from more than 100 universities in 23 countries this year. Of those, 15 advanced to the global finals at Haas. The finalists hail from France, India, Indonesia, Mali, New Zealand, Thailand, the UK, and the US.

"The GSVC brings together the academic and business communities in support of launching venture that are financially sustainable and generate social or environmental returns," says

Dean Rich Lyons. "All of us at the Haas School are enormously pleased and proud of how this idea has taken root and flourished over the years."

The Global Social Venture Competition was founded by five Berkeley MBA students in 1999 to help create and support viable new businesses and nonprofit organizations whose goals include measurable positive impact on society or on the environment - commonly known as the triple bottom line.

In its tenth year, the competition has grown into a global partnership with Columbia Business School, London Business School, Indian School of Business, and Thammasat University (Thailand). It is further supported by outreach partners at the University of Geneva (Switzerland), ESSEC Business School (France), ALTIS, Postgraduate School Business and Society at the Università Cattolica del Sacro Cuore di Milano (Italy), Yale School of Management, and a consortium of business schools in Korea (Social Venture Competition Korea).

Avi Clinics, a team of Berkeley Evening & Weekend MBA students, is one of ten global finalists competing for the \$25,000 grand prize this year. Avi Clinics seeks to transform rural healthcare in India by enabling doctors in urban centers to provide medical services to rural patients via a wireless long distance network called WiLDNet, pioneered by UC Berkeley Engineering Professor Eric Brewer.

Another Haas team, GoalSpring, is among the five finalists vying for the \$5,000 best Social Impact Assessment. Its first product, DebtGoal, is an online subscription service that helps households with revolving credit card debt to increase their credit score while reducing their debt balances.

The competition is followed by an all-day Symposium on Social Entrepreneurship at the UCSF Mission Bay Conference Center in San Francisco on April 25. Jonathan Greenblatt, a corporate executive, social entrepreneur, and faculty member at UCLA's Anderson School of Management, will give the keynote speech.

For more information about GSVK and the Symposium on Social Entrepreneurship, go to www.gsvc.org.

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Three Alumnae Make *BusinessWeek's* "Promising Social Entrepreneurs" List

Cast your vote for two startups created by three Haas alumnae named finalists in *BusinessWeek's* "America's Most Promising Social Entrepreneurs" contest.

Revolution Foods, founded by Kristin Richmond and Kirsten Tobey, both MBA 06, and Social Venture Technology (SVT) Group, co-founded by Sara Olsen, MBA 01, made *BusinessWeek's* list of the 25 most promising social entrepreneurs.

Winners will be selected by a public vote that ends April 26. To

vote for the Haas graduates, visit images.businessweek.com/ss/09/04/0403_social_entrepreneurs/27.htm

Revolution Foods and SVT Group were among the finalists selected from more than 200 nominations submitted to *BusinessWeek* earlier this year. To read about the finalists, visit images.businessweek.com/ss/09/04/0403_social_entrepreneurs/.

Richmond and Tobey came up with the idea for creating Revolution Foods while studying at the Haas School. Their idea has grown into a 120-employee firm that delivers more than 20,000 lunches to more than 100 schools in the Bay Area and Los Angeles. In addition to their initial \$500,000 in seed money, they have raised two more rounds of funding totaling \$10 million.



Sara Olsen, who co-founded the Global Social Venture Competition based at the Haas School, founded SVT Group in 2001. It's the first advisory firm to specialize in valuating non-financial, social, and environmental return on investment, relying in part on software created by SVT to measure the effectiveness of organizations' projects.



The firm's clients include the Goldman Sachs Foundation, San Francisco-based law firm Morrison and Foerster, the Rockefeller Foundation, and Goodwill Industries. The five-person company booked revenue of \$500,000 in 2008 and estimates its services and software impact some \$2 billion slated for environmental and social causes.

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Students Take Learning Global Over Spring Break

Traveling across the globe from Japan to Costa Rica, Berkeley MBA students proved this year that there are countless ways to make education an adventure during spring break.

The largest group of students to travel abroad headed to Japan for a weeklong exploration of its contemporary cultural and business environment. Organized by five first-year trip leaders, the Japan Trek attracted a total of 33 Berkeley MBAs and significant others. Their busy schedule included a visit to the Hiroshima Peace Memorial, a sumo wrestling tournament in Osaka, a tour of a Toyota factory, sushi at the Tsukiji Fish Market, lunch at Sony headquarters, and, finally, a Haas alumni party in Akasaka, a district of Tokyo.

"It was a wonderful ending for our trip," wrote Eugene Lin, MBA 10, on a student blog. "I was very touched to see the spirit of the Golden Bear is alive and well in Tokyo."

Also in Asia, nineteen full-time and evening and weekend MBA students participated in a Vietnam Seminar in International Business led by Sebastian Teunissen,



Haas students in Japan

executive director of the Clausen Center. The group visited nine businesses in five days, including textiles company Hansoll, consumer product manufacturer Unilever, IT consulting firm KMS Technology, and private equity firm Mekong Capital.

Closer to home, seven Berkeley MBAs helped advance a plan for renewable energy in New Orleans. Full-time students Deborah Agrin, Nicole Ballin, and Aliza Gutman, all MBA 10; Jessica Lopatka and Roxanne Miller, both MBA 09; and evening and weekend students Carmen Chan and Matthew Sung, both MBA 11, participated in IDEACorps, an experiential learning program that connects MBA students with New Orleans green entrepreneurs.



New Orleans IDEACorps participants Roxanne Miller, MBA 09; Nicole Ballin and Aliza Gutman, both MBA 10; Carmen Chan, Matthew Sung, both MBA 11; Deborah Agrin, MBA 10; and Jessica Lopatka, in MBA 09.

Gutman, all MBA 10; Jessica Lopatka and Roxanne Miller, both MBA 09; and evening and weekend students Carmen Chan and Matthew Sung, both MBA 11, participated in IDEACorps, an experiential learning program that connects MBA students with New Orleans green entrepreneurs.

The Haas team advised Sustainable Environmental Enterprises (SEE), a business that aims to provide affordable solar power to New Orleans residents. "The passion and the willingness of the entrepreneurs at SEE to take a leap at faith have given me hope that I can do something to make an impact," says Chan..

The effort in New Orleans even attracted the attention of USA Today, which wrote an article about it at http://www.usatoday.com/money/workplace/2009-03-24-idea-corps_N.htm.

Finally, on a more personal note, fourteen students spent a week in Costa Rica for the wedding of Alvin Chan, MBA 09, and Jacqueline Yuen, MBA 10. The festivities included a tour of a few of the country's most popular landmarks and destinations.

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SF Mayor Gavin Newsom to Speak at Haas

San Francisco Mayor Gavin Newsom, a potential candidate in the next California gubernatorial race, will share his leadership lessons and knowledge with the Haas School on May 11.



Newsom, 41, the youngest mayor in San Francisco in more than a century, will speak from 6:30 p.m. to 7:30 p.m. in Arthur Andersen Auditorium. Newsom's speech, which is part of the Dean's Speaker Series, is free and open to the campus community. Registration is required. To register, visit register.haas.berkeley.edu/GavinNewsom/GavinNewsom.aspx. Register early, as a full house is expected.

Newsom attracted worldwide attention shortly after becoming the 42nd mayor of the city and county of San Francisco in 2004, when he decided to grant marriage licenses to same-sex couples.

While mayor, Newsom has initiated a plan to bring universal health care to all of the city's uninsured residents. He has continued a fight against homelessness that he began as a San Francisco supervisor, helping to move 7,000 homeless individuals off the street as mayor. His volunteer initiative, Project Homeless Contact, has attracted more than 20,000 San Franciscans who give their time to help the homeless and has been imitated in more than 130 cities.

Now on the verge of having his first child, Newsom is jockeying for the Democratic nomination for governor in next year's election, potentially competing against other big city mayors Antonio Villaraigosa of Los Angeles and Jerry Brown, former mayor of Oakland and also a two-term governor of California.

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Former Padres CEO to Talk on Leadership, April 22

Sandy Alderson, CEO of the San Diego Padres baseball team until last month, will visit the Haas School Wednesday, April 22, to speak on leadership as part of the third bi-annual CEO Spotlight.



The CEO Spotlight series, hosted by the General Management and Strategy Club, is designed to give the Haas community the opportunity to learn from those who have taken risks, made difficult decisions, balanced work and family, and become successful leaders along the way.

Alderson became CEO of the Padres in 2005 and stepped down at the end of March. The team posted a winning record in each of

his three seasons with the club. During his tenure, the Padres also made strides in community and military outreach, including bringing the semi-finals and final game of the inaugural World Baseball Classic to San Diego in 2006 and 2009.

Previous to the Padres, Alderson worked for Major League Baseball, charged with various special projects involving international play, including Major League Baseball's participation in the historic games with the Cuban National Team in 1999 and the 2000 Olympic Games in Sydney. He has also been instrumental in the creation of Major League Baseball academies in Australia and Italy, and, domestically, the Urban Youth Academy, a 10-acre complex in Compton, Calif., aimed at promoting baseball and softball skills among inner-city youth.

Alderson holds degrees from Dartmouth College and Harvard Law School. He previously served as general counsel and general manager of the Oakland A's.

The CEO Spotlight event will begin at 6:45 p.m. with an alumni networking reception in the Wells Fargo Room featuring wine and light refreshments. Alderson will begin his speech at 7:30 p.m., followed by a question-and-answer session at 8:30 p.m. The event is open to the Haas community.

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Research Spotlight: Leadership Doesn't Necessarily Equate Competence

New research by Haas School Associate Professor Cameron Anderson suggests a simple strategy for individuals to improve their own reputations at work: Just speak up!



After conducting two experiments, Anderson and co-researcher Gavin Kilduff, a Haas School doctoral student, found that individuals who act like leaders – by speaking up and appearing confident – may be perceived as more competent, even if their actual skills don't measure up.

Anderson and Kilduff, a student in the Organizational Behavior and Industrial Relations Group, outlined their findings in an article titled "Why Do Dominant Personalities Attain Influence in Face-to-Face Groups? The Competence-Signaling Effects of Trait Dominance," published in the February issue of *Journal of Personality and Social Psychology*.

To test their "great pretender" theory, Anderson and Kilduff recruited 68 unacquainted students and divided them into 17 teams of four people each. The researchers gave each team 45 minutes to design a mock nonprofit environmental organization or a for-profit website. The winning team would receive a \$400 prize.

More importantly, the experiment required participants to rate their colleagues' level of influence on the group and their level of

competence. The sessions were videotaped so the researchers and an independent group of observers could also rate the students' work.

The results revealed that participants with the most dominant personalities received the highest ratings for such qualities as general intelligence, dependability, and self-discipline. Participants perceived less outspoken peers as having less desirable traits, giving them high scores for being conventional and uncreative.

But what if these newly anointed leaders were indeed more competent? A second experiment left no debate.

In round two, Anderson and Kilduff asked teams of students to solve computational problems taken from the Graduate Management Aptitude Test (GMAT). Participants reported their previous Scholastic Aptitude Test (SAT) math scores to the co-researchers prior to solving the GMAT problems.

When it was time to reveal the answers out loud, the people who spoke up more were, again, the ones their teammates deemed the leaders of the group. It didn't matter if the chosen leaders offered the correct answers, only that they offered more responses. What's more, the leaders didn't even have to provide the final solution to the problem to be exalted to the top.

While past studies have aligned dominant behavior with aggressive, heavy-handed tactics, Anderson and Kilduff found people attain influence by acting competent.

"These findings suggest that dominant individuals may ascent group hierarchies by appearing helpful to the group's overall success as opposed to aggressively grabbing power," Anderson and Kilduff concluded in their article.

While the findings may be troubling to some, they suggest managers may want to look a little closer when judging their employees' true productivity, value, and competence. And for individuals, they suggest that just speaking up could help improve the way their peers and even their superiors perceive them.

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Undergrads Overcome Hurdles to Take Third at McGill

Neither a missing teammate nor a menacing cough could keep a team of Haas undergraduates from taking third place at the McGill Management International Case Competition (MMICC) March 28 in Montreal.

The four team members arrived at SFO to discover that one of them had an expired passport and couldn't board the plane. Forced to regroup after weeks of preparation, they became MMICC's only team of three, composed of Michael Chen, Jenny Cheng, and Christina Ting, all BS 10.

Twelve schools competed, with USC taking first and the National University of Singapore second.

It was the first international competition for the three Haas students -- and a grueling one at that. They had 24 hours to prepare their presentation for the case, which focused on developing an expansion and growth strategy for Cambridge, Mass., IT consulting firm Exeter Group. They looked at what the company's competitors are doing and what new services it can provide to compete.

Even though Chen was sick, the three worked through the night, with just a two-hour nap, to prepare two identical presentations for different sets of judges the next day.

Although thrilled with their success, it was the camaraderie among competitors that will be equally remembered. Three days of social events included a citywide scavenger hunt, karaoke and brewpub outings, and a morning of snow tubing.

"MMIC is known as the most friendly case competition in the world," says Chen. "Each school had an ambassador from McGill. Our ambassador took us around the city, and we got to learn about the culture and the best restaurants. ... When I got sick and needed cough drops, she even brought them to me."



McGill winners Jenny Cheng, Christina Ting, and Michael Chen, all BS 10, with Janet Amador, Haas undergraduate director of admissions and operations.

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California Energy Commissioner to Keynote Cleantech Conference, May 6

California Energy Commissioner Jeff Bryon will give the keynote speech May 6, at the third annual Berkeley-Stanford Cleantech Conference, which will shine the spotlight on storage and its role in enhancing renewable energies.

The conference will run from noon to 7:00 p.m. at Lawrence Berkeley Hall of Science, 1 Centennial Way, Berkeley. Bryon will give the closing keynote speech at 5:00 p.m., which will be followed by a wine and cheese reception. The conference also will include panel discussions on policy and technology.

Bryon was appointed to the Energy Commission in 2006 by Gov. Arnold Schwarzenegger.

The first Berkeley-Stanford Cleantech Conference was launched by Bhavik Joshi, MBA 09, who was seeking an alternative to other events on clean technology in order to give students more time to interact with panelists.

Organizers this year are Ernesto Rodriguez, Rodolfo Saravia, and Kris Harders, all MBA 09; Pete Dillon, MS 07; and Drew Bennett, co-chair of Stanford Energy Crossroads. The event is being sponsored by Venrock Associates, McKinsey & Company, the Berkeley Energy and Resource Collaborative, and Stanford Energy Crossroads. The Haas School's Center for Energy and Environmental Innovation is an institutional partner.

More information on how to register for this year's conference will be available later this week. For questions, contact Ernesto Rodriguez, MBA 09, at ernesto_rodriguez@mba.berkeley.edu.

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Red Herring Honors Haas Alum's Internet Firm

TellMeTwin.com, an Internet company co-founded by CEO Einar Sigvaldason, MBA 02, was named a winner of the Red Herring 100 Europe award, which the publication gives to the top 100 private technology companies based in the Europe, Middle East, and Africa region each year.



TellMeTwin, based in Iceland, was selected among several hundred private companies. The company was honored with the other winners at the Red Herring Europe 2009 Conference.

TellMeTwin uses personality tests and ratings of likes and dislikes to let users find their personality "twins" who think like them to discover new things, including everything from music and movies to restaurants and travel destinations. Some users visit TellMeTwin to meet new people, while others get recommendations.

The idea behind the company first came to Sigvaldason during his time at the Haas School, when he realized he wanted to find his own "twin" to better pick out movies on Netflix. TellMeTwin was born in August 2007. In fall 2008, the company won the Rannis Grant of Excellence, the highest award from the Icelandic Centre for Research, which pays for the development of an innovative project.

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Take Your Act to the Haas Talent Show

Haas School students, faculty, and staff are not just smart - they have some hidden and not-so-hidden creative talents too!

And they'll have the opportunity to share them - or enjoy the talents of others - at the Haas School Talent Show at 8 p.m. May 7 at the International House's Chevron Auditorium. The talent show is expected to include everything from opera singing by Jessica Wan, MBA 10, to Elad Ganot's, MBA 10, British pop band to comedy from Luke Filose, MBA 09. Also not to be missed: a performance by Dean Rich Lyons.

Organizers are still looking for faculty, staff members, and students to perform. To sign up, contact Emily (Wan-Chien) Lin, MBA 10, at emily_lin@mba.berkeley.edu, or Laurie Reemeyer, MBA 10, at laurie_reemeyer@mba.berkeley.edu. Or check out the talent show Facebook page at facebook.com/home.php#/event.php?eid=68236882211&ref=ts.

The goals of the talent show are simple: To let people at the Haas School with special talents share them with their colleagues and to have fun while celebrating the end of the year, Reemeyer says. The original idea came from Lin, who successfully recruited friends to share their talents in a show for her birthday last fall and thought it would be fun to ramp up the idea for the entire Haas community.

Tickets for the show will be \$5. Organizers plan to set up booths in the Haas School courtyard and a PayPal account to sell tickets soon.

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End-of-the-Year Party Coming Soon

It's hard to believe, but the annual Dean's End-of-the-Year Party is less than one month away.

Save the date for the festivities, which will be held from 4:00 p.m. to 5:00 p.m. Friday, May 8, in the Haas School courtyard. Students, staff, and faculty will celebrate the end of the year with food, fun, and a ceremony for the winners of the Cheit Teaching and GSI awards.

The results of the Full-time MBA Lifelong Connections Campaign and the Haas Undergraduate Senior Gift Campaign also will be announced during the celebration.

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Haas Makes Top 10 in Princeton Review Rankings

The Haas School landed in the top ten in four categories in Princeton Review's Best Business Schools ranking released in March.

The Haas School ranked #4 for three categories: best career

prospects, best administered school, and toughest school to get into. The school ranked #10 in best campus facilities.

The ranking is based on responses by students who participate in Princeton Review's survey. The full report is available at <http://www.princetonreview.com/business-school-rankings.aspx> (registration required).

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Faculty News

Chesbrough Paper on Famous Restaurant Lands on Top Downloaded Articles List

A paper on open business models by Haas School Adjunct Professor Henry Chesbrough that features a world-renowned restaurant in Spain as a case study was among the top ten most frequently downloaded articles on two networks in the Social Science Research Network.

Chesbrough's article, "The Two Sides of Open Business Models," ranked the ninth most frequently downloaded article for the 60 days from Feb. 7 to April 8 on a network of papers on corporate strategy and business policy as well as eJournals in the network. Chesbrough and co-author Francesco Domenico Sandulli of the Complutense University of Madrid explore how open business models aggregate key resources and studied the business model of El Bulli, a restaurant in northern Spain voted the #1 restaurant four times by *Restaurant Magazine*.

Chesbrough, executive director of the Center for Open Innovation, and his co-author posted the article in the Social Science Research Network in January. The network collects and disseminates research in the social sciences worldwide.

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Staff News

Noemi Hollander to be Honored with Chancellor's Public Service Award

Noemi Hollander, editorial assistant at the *California Management Review (CMR)*, will be the only UC Berkeley staff member to be honored with a Chancellor's Public Service Award at a ceremony April 24 at Sibley Auditorium.

The Public Service Awards recognize individuals and groups of students, faculty, and staff for outstanding commitment to serving the community. Hollander is the only recipient of the Civic Engagement Award for individual staff members, which is one of several award categories.

Hollander was nominated for the award by co-worker Paz Meléndez-Canales. "While working for CMR during the day, Noemi finds time to devote hours to the Dean's Staff Advisory

Committee (DSAC), volunteer at BirthWays, and teach Sunday school to high school freshmen -- all while raising two children under the age of 5," Meléndez-Canales wrote in her nomination.

Hollander has been an advocate for the rights of working parents at UC Berkeley and the greater East Bay through her roles with both DSAC and BirthWays, a volunteer, nonprofit organization serving the East Bay parents and parents-to-be. She has proposed an initiative to support working parents at Haas called Parents@Haas through DSAC and started a communications project to support Haas parents participating in the UC Berkeley Breastfeeding Matters program.

Meléndez-Canales has credited Hollander with helping to create a sense of community among breastfeeding mothers at Haas, who now share books, snacks, tea, and tips, thanks in part to Hollander's efforts.

Haas Team Members Earn Spot Awards for Exceptional Service

Four Haas staff members have been honored with Spot awards for exceptional work in their departments and the school.

Spot awards are part of a university-wide program recognizing deserving managers, supervisors, and non-represented members of the school. Recipients are awarded \$250.

Two of the recipients worked to create a new mobile marketing campaign on sfgate.com; one award winner successfully coordinated meetings between faculty, speakers, and clients on two different continents; and one recipient successfully executed the school's first-ever Energy Industry Firm Night.

+ **Krissie Rothermel, marketing manager in the Haas Marketing and Communications Department**, was nominated by Molly Kihanya, acting director of Evening and Weekend MBA Admissions, for achieving positive results, thinking outside the box, and collaborating effectively on a new mobile marketing campaign on sfgate.com.

+ Kihanya also nominated **Tammy Soulsby, admissions coordinator in Part-time Admissions**, for her work on the sfgate.com ad, which included quickly creating a new system to capture data and respond to inquiries.

+ Cheryl Stiles, client services manager at the Center for Executive Education (CEE), nominated **Melissa Pundsack, project manager in CEE**, for successfully arranging meetings between Norwegian client StatoilHydroil, UC Berkeley faculty, several Brazilian professors, and industry speakers. "It meant keeping a lot of balls in the air, and being available 24 hours a day due to the time difference," Stiles noted.

+ Lisa Feldman, director of recruiting in MBA Career Services, nominated **Betsy Worth, account coordinator in MBA Career Services**, for her extensive help in planning and executing the first-ever Energy Industry Firm Night, a career fair for students interested in the energy industry. "Doing so is not part of her ordinary job activities, but it was something she took on because she knew it was needed and would serve our students,"

Feldman wrote of Worth.

Alexis Kurland-Deeds Joins Computing Services

Haas Computing Services welcomed Alexis Kurland-Deeds April 1 as the department's new accounting and operations manager.

Kurland-Deeds comes to the Haas School from Research Enterprise Services in Stanley Hall on campus, where she provided research grant administration for various faculty members. Previously, she has worked on campus in research grant administration for the Department of Molecular and Cell Biology, the Virus Laboratory, and the Department of Zoology. She earned a bachelor's degree in biological anthropology at Radcliffe College.

Outside of work, Kurland-Deeds enjoys reading fiction; gardening; outings with her family; watching DVDs of films and television shows, *The Daily Show*, and *The Colbert Report*; and fiddling with FileMaker databases.

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Budget, Finance, and Space Planning Team Welcomes Elena Wen Jiang

Elena Wen Jiang joined the school's budget, finance, and space planning team on March 30 as a budget and planning analyst focused on student fees, budgets, and financial analysis.

Jiang also will assist all of the school's units with accounting and budgeting issues. She comes to Haas from Berkeley's Information Services and Technology (IST) Division, where she provided budget planning and analysis for IST's Application Services Department. Previously, she worked at Engineering Research Support Organization and Residential and Student Service Program. Before coming to Berkeley, she worked at a few Internet startup companies in Silicon Valley. Earlier in her career, she worked for Xinhua News Agency, Hearst, Banco Español de Credito, and Companhia Brasileira de Projetos e Obras.

Jiang earned a MBA degree in international business from University of Illinois and a BA degree in literature from Nanjing University in China. In her spare time, she likes to read Chinese novels, swim, listen to music, and do her best to be a good mom and wife.

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Haas in the News - As of 04/13/09

Los Angeles Times

[Gubernatorial candidate Tom Campbell defies political norm](#)

April 9, 2009

Professor and Former Dean Tom Campbell was quoted in this profile article about him.

Campbell was also featured in the following news outlets:

San Francisco Chronicle

[The poor Republican in the race](#)

April 7, 2009

The Daily Californian

[Former Haas Dean Plans Bid for State Governorship](#)

April 2, 2009

Free Republic

[Budget savvy boosts Campbell's election odds](#)

March 30, 2009

San Francisco Chronicle

[Budget savvy boosts Campbell's election odds](#)

March 30, 2009

Yahoo! Finance

[Master's of the Financial Universe](#)

April 7, 2009

Linda Kreitzman, executive director of the Master's in Financial Engineering Program, was quoted about about how MFE programs teach more in-depth finance and quantitative courses than typical master's in finance programs.

EarthTimes

[2009 Bay Area CFO of the Year Awards Announce Finalists](#)

April 7, 2009

Dean Rich Lyons was mentioned as a member of an independent selection panel that will award the 2009 Bay Area CFO of the Year Awards, a partnership between the San Francisco Business Times and Larkin Street Youth Services.

Wall Street Journal

[Read All About It](#)

April 6, 2009

Laura D'Andrea Tyson, a professor in the Haas Business and Public Policy Group, was included in this feature that asked experts in economics and financial markets to recommend books that could provide some perspective on the financial crisis.

The American

[We Don't Want Your Money](#)

April 6, 2009

Tyson was quoted about how as Haas School dean, she helped to provide the space and faculty for the business training part of The Knowledge Is Power Program, one of the nation's most closely watched charter school programs.

Pensions & Investment

[Systemic risk? Not us, say private equity firms](#)

April 6, 2009

John W. O'Brien, adjunct professor and faculty director of the Master's in Financial Engineering Program, was quoted about the role that venture capital and private equity play in regulatory requirements.

Contra Costa Times

[Rice to head newsmakers lined up for Marin Speaker Series](#)

April 4, 2009

Tyson was mentioned as a speaker in the Marin Speaker Series.

Forbes

[Time for a Tax Reform](#)

April 3, 2009

Tyson was mentioned for being a likely appointee to a task reform task force that would make recommendations to President Obama.

Other stories about the appointment appeared in the following outlets:

Campaign for Liberty

[NAR's "The Washington Report"](#)

April 3, 2009

Wall Street Journal Blogs

[Obama's Tax Task Force Includes AIG Board Member](#)

March 26, 2009

U.S. News & World Report

[Obama Adviser Tyson: "The Democratic Coalition Is Badly Broken"](#)

March 26, 2009

Associated Content

[Volcker Task Force Formed to Reform Tax Code](#)

March 26, 2009

Reuters

[Volcker panel to study tax reform, report to Obama](#)

March 25, 2009

The Hill

[Orszag: House, Senate budget blueprints like Obama's](#)

March 25, 2009

CQ Politics

[Obama Sets Up Task Force to Prepare for 2010 Tax Code Overhaul](#)

March 25, 2009

Contra Costa Times

[Value of an MBA put to the test](#)

April 2, 2009

Dean Rich Lyons was quoted about the value of an MBA degree on a resume.

TPMCafé

[Clemons: What We Should Expect From G-20 But Won't Get](#)

April 2, 2009

Tyson was mentioned as a speaker at the the New America Foundation/Economic Growth Program forum titled "What Will Replace the American Consumer?"

Stockton Record

[Ethanol company may be out of cash](#)

April 2, 2009

Severin Borenstein, a professor in the Haas Economic Analysis and Policy Group and director of the University of California's Energy Institute, was quoted about the adverse effect of commodity prices on the ethanol industry in the long term.

Yale Daily News

[Customization ups satisfaction](#)

April 2, 2009

Florian Zettelmeyer, a professor in the Haas Marketing Group, was featured for being a co-author of the paper titled "Contingent Consumer Response to Self-Customization Procedures," which investigated companies maximizing the happiness consumers can get from trade-offs.

Wall Street Journal

[REIT Rally Turned to a Rout, as the 'Bottom' Dropped Out](#)

(subscription required)

April 1, 2009

Ken Rosen, chairman of the Fisher Center for Real Estate and Urban Economics, was quoted about his belief in the future of real-estate investment trust and the government.

San Francisco Chronicle

[SF, US home prices in free fall](#)

April 1, 2009

Rosen was quoted on the prevalence of foreclosure.

Vanity Fair

[Wall Street on the Tundra](#)

April 2009

Terrance Odean, a professor in the Finance Group, was featured for his 2001 paper titled "Boys Will Be Boys: Gender, Overconfidence, and Common Stock Investment."

San Francisco Business Times

[QB3 program helps scientists go from beakers to business](#)

March 30, 2009

The Haas School was mentioned for participating in a program aimed at helping UC scientists bring their work to market.

Yahoo! Politics

[For Job-Seeking MBAs, Alumni May Be the Answer](#)

March 31, 2009

Lyons was featured for writing a letter to Haas alumni to place job postings for Haas students.

Green TMC Net

[Dr. Henry Chesbrough Named Head of Induct Academic Advisory Board](#)

March 31, 2009

Henry Chesbrough, executive director of the Center for Open Innovation, was featured for his appointment to head the Academic Advisory Board of Induct Software AS.

Chesbrough was also featured in the following news outlet:

Corporate Media News

[Dr. Henry Chesbrough Named Head of Induct Academic Advisory Board](#)

March 31, 2009

San Francisco Business Times

[Oakland's Revolution Foods tastes school success](#)

March 30, 2009

Kristin Groos Richmond and Kirsten Tobey, both MBA 06, were featured in a story about their company, Revolution Foods.

China Economic Review

[Executive MBA programs bulk up overseas](#)

March 30, 2009

Sebastian Teunissen, executive director of the Clausen Center for International Business and Policy, was quoted about the International Business Development program and its attractiveness to potential applicants.

Huffington Post

[Obama's Banking Rescue: O for Opaque](#)

March 29, 2009

Tyson was quoted defending the Obama administration's approach to the economic crisis.

Kalamazoo Gazette

[Seniors may suffer more in recession than others](#)

March 28, 2009

Thomas Davidoff, an assistant professor in the Haas Real Estate Group, was quoted about the attractiveness of reverse mortgages and retirement.

Newsweek

[Obama's Nobel Headache](#)

March 28, 2009

Tyson was mentioned in an anecdote about an event in 1992 when Bill Clinton was elected President.

India West

[Sold-Out Crowd for Narika's First Women's Conference](#)

March 26, 2009

Christine Parlour, associate professor in the Finance Group, was quoted on the challenges of managing money as part of her participation as a speaker at Narika's First South Asian Women's Conference.

San Francisco Chronicle

[Upbeat housing reports provide some optimism](#)

March 26, 2009

Rosen was quoted about the current low interest rates in real estate and falling home prices.

[Investing for the Soul](#)

March 23, 2009

A study titled "Imitate or Differentiate? Evaluating the validity of corporate social responsibility ratings." co-authored by David Levine, a professor in the Haas Economic Analysis and Policy Group, was analyzed in this article.

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Happening at Haas

14th Annual Fisher Center Real Estate Conference

Real Estate, Finance, and the Economy: How Do We Adjust to the New Reality?

Tuesday, April 14

St. Francis Hotel, San Francisco

groups.haas.berkeley.edu/realestate/ExecEd/AnnConfinfo.asp

John Fleming, Executive Vice President and Chief Merchandising Officer

Wal-Mart - THIS EVENT HAS BEEN POSTPONED!

Peterson Lecture Series on Corporate Responsibility

Tuesday, April 14

12:30 p.m. to 2:00 p.m.

Wells Fargo Room

haas.berkeley.edu/responsiblebusiness/upcomingevents.html

Arun Sarin, Former CEO, Vodafone, MBA 78, MS 78 (engineering)

Dean's Speaker Series

Wednesday, April 15

12:30 p.m.

Arthur Andersen Auditorium

11th Annual Public Leadership Dinner

Thomas M. Siebel, Founder, Siebel Systems, Meth Project Foundation

Wednesday, April 15

6:00 p.m. to 9:00 p.m.

International House, Berkeley

Registration: www.acteva.com/go/CNPL

Sandy Alderson

Former CEO, San Diego Padres

CEO Spotlight

Wednesday, April 22

6:45 p.m. to 9:00 p.m.

Wells Fargo Room

10th Annual Global Social Venture Competition

Global Finals

Friday, April 24

Haas School of Business

gsvc.org

Global Social Venture Competition Symposium on Social Entrepreneurship

Jonathan Greenblatt, UCLA Anderson School of Management

Saturday, April 25

9:30 a.m. to 6:00 p.m.

UCSF Mission Bay Conference Center, San Francisco

gsvc.org

Biz Stone, Co-founder, Twitter

All-Alumni Reunion Conference

Saturday, April 25

8:30 a.m. to 4:00 p.m.

Haas School

haas.berkeley.edu/alumni/conference

Chet Wood, CEO, Deloitte Tax

Dean's Speaker Series

Tuesday, April 28
12:30 p.m.
Wells Fargo Room

**Berkeley Entrepreneurs Forum: 11th Annual UC Berkeley
Business Plan Competition Finalist Presentations and
Awards Ceremony**

Thursday, April 30
6:00 p.m. to 8:30 p.m.
Andersen Auditorium

For more information and to register:
entrepreneurship.berkeley.edu/bef/apr09forum.html

**Janet Yellen, CEO, San Francisco Federal Reserve Bank
Dean's Speaker Series on Financial Turmoil**

Tuesday, May 5
7:30 p.m.
Arthur Andersen Auditorium

**San Francisco Mayor Gavin Newsom
Dean's Speaker Series**

Wednesday, May 11
6:30 p.m. to 7:30 p.m.
Location to be announced soon.

LESTER CENTER FOR ENTREPRENEURSHIP & INNOVATION

Entrepreneurial Best Practices Series: Financing
Monday, April 20
6:30 p.m. to 8:30 p.m.
Wells Fargo Room
entrepreneurship.berkeley.edu/resources/bestpractices.html

SEMINARS

FINANCE

Laura Veldkamp, New York University
Leadership, Coordination and Mission-Driven Management
Thursday, April 16
4:10 p.m. to 5:40 p.m.
Cheit Hall C220

David Matsa, Northwestern University
Growing Out of Trouble? Managerial Responses to Risk of
Corporate Liability
Thursday, April 23
4:10 p.m. to 5:40 p.m.
Cheit Hall C220

Amit Seru, University of Chicago
Thursday, April 30
4:10 p.m. to 5:40 p.m.
Cheit Hall C220

MOT/FISHER IT CENTER LECTURE SERIES

For more information, visit
mot.berkeley.edu/Berkeley_Students/News/Lecture_Series/Lecture_Series.html.

Randy Komisar, General Partner, Kleiner Perkins Caufield &

Byers
Wednesday, April 15
4:00 p.m. to 6:00 p.m.
Wells Fargo Room

John Riccitiello, CEO, Electronic Arts
Wednesday, April 22
4:00 p.m. to 6:00 p.m.
Wells Fargo Room

ORGANIZATIONAL BEHAVIOR AND INDUSTRIAL RELATIONS SEMINAR

For more information, contact Clifford Mak at
cliff_mak@haas.berkeley.edu, <http://groups.haas.berkeley.edu/obir/seminars.asp>

Michae Norton, Harvard Business School
Wednesday, April 15
4:00 p.m. to 5:30 p.m.
Cheit Hall C330

Sebastien Brion and Aiwa Shirako, OBIR doctoral students, Haas
School
Wednesday, April 22
4:00 p.m. to 5:30 p.m.
Cheit Hall C330

Sim Sitkins, Duke University/Stanford University
Wednesday, April 29
4:00 p.m. to 5:30 p.m.
Cheit Hall C330

OLIVER E. WILLIAMSON SEMINAR ON INSTITUTIONAL ANALYSIS

For more information:
imio.haas.berkeley.edu/williamsonseminar/workshops2009.htm

Bart Hamilton, Washington University
The Small Firm Effect and the Entrepreneurial Spawning of
Scientists and Engineers
Thursday, April 16
4:10 p.m. to 6:00 p.m.
Cheit Hall C325

Charles William, Duke University
Promoting Inertia: How Executive Links Reduce Entry and Exit in
Medical Firms
Thursday, April 23
4:10 p.m. to 6:00 p.m.
Cheit Hall C325

Oliver Williamson, Haas School
Thursday, April 23
4:10 p.m. to 6:00 p.m.
Cheit Hall C325

OPEN INNOVATION SERIES

Francesco Sandulli, Professor of Complutense University of
Madrid
Monday, April 20

12:30 p.m. to 2:00 p.m.
Cheit Hall 330

Andrew Davies, Professor of London's Imperial College
Monday, April 27
12:30 p.m. to 2:00 p.m.
Cheit Hall 330

THE SHANSBY MARKETING SEMINAR SERIES

Klaus Wetenbroch, INSEAD
Thursday, April 16
4:10 p.m. to 5:30 p.m.
Cheit Hall 250

Pedro Gardete, UC Berkeley
"Advertising as Information of Product Quality"
Thursday, April 23
4:10 p.m. to 5:30 p.m.
Cheit Hall 250

David Bell, Wharton
Thursday, April 30
4:10 p.m. to 5:30 p.m.
Cheit Hall 250

ALUMNI EVENTS

BAY AREA BREAA ALUMNI
14th Annual Fisher Center Real Estate Conference
Tuesday, April 14
8:00 a.m. to 5:00 p.m.
St. Francis Hotel, 335 Powell St., San Francisco
Registration: <http://www.regonline.com/Checkin.asp?EventId=691621>
Cost: BREAA rate: \$325

2001 MBA BAY AREA ALUMNI
Monthly 2001 MBA Class Lunch
Tuesday, April 14
11:30 a.m. to 1:30 p.m.
Rincon Center Food Court 101 Spear St, San Francisco
For more information, contact Martin McMahon,
mmcmahon92@hotmail.com.

BCMBA BAY AREA ALUMNI
Get-together at Circa
Tuesday, April 14
7:00 p.m. to 10:00 p.m.
Circa, 2001 Chestnut Street, San Francisco
RSVP: Shimanti Guha at shimantiguha@yahoo.com.

SEATTLE ALUMNI
Save-the-Date! Turbo Job Search Workshop
Wednesday, April 15
6:00 p.m. to 9:00 p.m.
For more information, please contact Marti Wilimzig at
m-wilimzig@kellogg.northwestern.edu or 847-467-4195.

ORANGE COUNTY ALUMNI
"Green Meets Green" Symposium
Wednesday, April 15

6:00 p.m. to 9:00 p.m.
University Faculty Club, UC Irvine, 801 East Peltason Drive,
Irvine
Registration: www.acteva.com/go/haas-oc
Cost: Haas Alumni-\$38/OC MBA-\$38/UC Students-\$20/General
Admission-\$40/All on-site admissions-\$55

CHICAGO ALUMNI

Speed Networking with Top-Tier Business School Alumni
Thursday, April 16
5:30 p.m. to 8:30 p.m.
Sears Tower Metropolitan Club - Oak Room, 67th Floor, 233 S
Wacker Dr # 6700, Chicago
Registration: www.mcssl.com/SecureCart/ViewCart.aspx?sctoken=8b27f5fa68df46d1a82abeb0a9eaf442&mid=B22FB81E-4A70-48F1-ACB1-4F82F4E1B93C&bhcp=1
Cost: \$30/person

ORANGE COUNTY ALUMNI

"What the Clean Energy Initiative Will Mean to California and to
You"
Wednesday, April 16
6:00 p.m. to 9:00 p.m.
University Faculty Club, UC Irvine, 801 East Peltason Drive,
Irvine
Registration: www.acteva.com/go/haas-oc
Cost: Alumni/Guest - \$38 by April 10, \$55 on-site; Students -
\$20

ALL ALUMNI

Women in Leadership Dinner
Thursday, April 16
6:00 p.m. to 9:00 p.m.
Claremont Hotel, 41 Tunnel Road, Berkeley
For more information, contact Alyssa Rahn at
alyssa_rah@haas.berkeley.edu or 510-643-5106.

LOS ANGELES ALUMNI

Women in Leadership Dinner
Thursday, April 16
6:30 p.m. to 9:00 p.m.
Soleil Westwood, 1386 Westwood Boulevard, Los Angeles
Registration: www.acteva.com/booking.cfm?bevalD=180885
Cost: \$40
For more information, contact Vivian VanLier at
VivianVanLier@aol.com.

HONG KONG ALUMNI

Bar of the Month
Thursday, April 16
6:30 p.m. to 9:00 p.m.
Racks, 5F South Block, Xintiandi, Hong Kong
Registration: email Sharon Yang at doyang69@hotmail.com.

Women in Leadership Dinner
Thursday, April 16
7:30 p.m. to 9:00 p.m.
Magnolia, Shop 5, G/F, No. 17 Po Yan Street, Sheung Wan, Hong
Kong
RSVP: contact Tricia Tran at tricia.tran@credit-suisse.com or
852-9519-9586.

Cost: HK \$500

BAY AREA BCEMBA ALUMNI

Berkeley-Columbia Monthly Happy Hour

Thursday, April 16

6:30 p.m. to 9:00 p.m.

Gordon Biersch, 2 Harrison Street, San Francisco

For more information, contact Deepak Deolalikar at ddeolalikar09@berkeley.columbia.edu.

Welcome Reception for Newly Admitted Students

Thursday, April 16

6:30 p.m. to 8:30 p.m.

Wells Fargo Room

RSVP: Aija Gamburg at aija@haas.berkeley.edu or

510-642-0214

Contact Marjorie deGraca at marjorie@haas.berkeley.edu with any questions.

BEIJING ALUMNI

"A look at Global Financial Crisis: The Impact to China and What Does This Mean to You & Me"

Thursday, April 16

7:00 p.m. to 9:00 p.m.

King & Wood Beijing Office, 40th Floor Office Tower A, Beijing

Fortune Plaza, 7 Dongsanhuan Zhonglu, Chaoyang District,

Beijing

For more information, email bcaibeijing@gmail.com.

TOKYO ALUMNI

Women in Leadership Dinner

Thursday, April 16

7:00p.m. to 9:00 p.m.

Mohri Salvatore Cuomo, Tokyo

RSVP: Chie Maeda at chiemaeda@gmail.com or 090-8811-9854

Cost: About US\$50 per person. Price includes tip, tax, and wine.

SHANGHAI ALUMNI

Women in Leadership Dinner

Thursday, April 16

7:30p.m. to 9:00 p.m.

Banana Leaf, Address: 4/F, South of Hong Kong Square, 283

Huaihai Zhong Road, Shanghai

RSVP: Sharon Yang, Sharon_yang@alumni.haas.org

EAST BAY ALUMNI

3rd Annual FSBC Charity Golf Tournament in support of Build

House: Berkeley Youth Living with Disabilities

Friday, April 17

9:00 a.m. to 4:00 p.m.

Tilden Golf Course, Grizzly Peak Boulevard, Berkeley

Cost: \$500 for a team of 4, or \$125 per person. Current student

discount: \$400 per team, or \$100 per student.

SOUTH BAY ALUMNI

Haas MBA Experienced Hire Career Fair

Friday, April 17

5:30 p.m. to 8:00 p.m.

Network Meeting Center, 5201 Great America Pkwy # 122,

Santa Clara

Registration: Sign up in CareerNet

For more information, contact Deepak Deolalikar at ddeolalikar09@berkeley.columbia.edu.

BAY AREA ALUMNI

BREAA Event: "The Next Shoe to Drop?" with Haas School
Professor Nancy Wallace
Thursday, April 23
5:00 p.m. to 7:00 p.m.
Transamerica Pyramid - 48th Floor, 600 Montgomery Street, San Francisco
Registration: www.acteva.com/booking.cfm?bevalD=181262
Cost: \$25
For more information, email BREAA Communications at breaa.listserv@gmail.com.

SOUTH BAY BCEMBA ALUMNI

Berkeley-Columbia Monthly Palo Alto Happy Hour
Thursday, April 23
6:30 p.m. to 9:00 p.m.
Firehouse Brewery, 111 S. Murphy Avenue, Sunnyvale
For more information, contact Deepak Deolalikar at ddeolalikar09@berkeley.columbia.edu.

HONG KONG HAAS/CAL ALUMNI

Annual Spring Reception to welcome New Admits and Cal Parents
Friday, April 24
6:30 p.m. to 9:00 p.m.
Hong Kong Bankers Club, 43-44 F Gloucester Tower, The Landmark, Hong Kong

SHANGHAI HAAS/CAL ALUMNI

Annual Spring Gala
Saturday, April 25
6:30 p.m. to 11:00 p.m.
For more information, contact Amy Ambrose at amyambrose@berkeley.edu.

PARIS HAAS/CAL ALUMNI

Spring Club Launch
Tuesday, April 28
6:30 p.m. to 9:00 p.m.

For more information, contact Amy Ambrose at amyambrose@berkeley.edu.

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The Haas NewsWire is the bi-monthly electronic news publication for the Haas community published every Monday by the Marketing and Communications Office at the Haas School. Send your news, feedback, and suggestions to haasnews@haas.berkeley.edu.

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<https://lists.haas.berkeley.edu/mailman/listinfo>.



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