

# Business View

NEWSLETTER OF THE UCCS COLLEGE OF BUSINESS ALUMNI & FRIENDS

Summer 2009

## COLLEGE HONORS GARY LOO WITH INAUGURAL LIFETIME ENTREPRENEURSHIP AWARD

An entrepreneur who studied at UCCS when the campus was located in a fraternity house on the Colorado College campus was honored April 21 for his lifetime contributions to business in the community.

Gary Loo, president and CEO, High Valley Land Company, and chairman of the High Valley Group, received the first Lifetime Entrepreneurship Award from the College of Business. Loo previously served as president of Current, Inc., a business started in his parents' home in the 1950s.

In accepting the award, Loo humbly thanked the members of the College of Business faculty who consulted with Current over the years and taught many Current employees who helped him run the company.

"We had a lot of help from people like Dan Couger, Chuck Hinkle and Bob Knapp," Loo said. "I am appreciative of them and for this honor."

Loo talked briefly about growing up in a culture of entrepreneurship as his parents began small businesses in their home and his brief enrollment at CU extension courses taught on the Colorado College campus, the roots of UCCS. He later graduated from the University of Northern Colorado and joined the family businesses, Looart and Current. Those companies merged to become a force in the mail order delivery of greeting cards, stationery, gift wrap



From left, Jane Hammoud MBA '98, Becky Medved MBA '87, Dean Venkat Reddy, honoree Gary Loo, speaker Jerry McMorris, and Steve Bach BS '68.

and related products. In 1986 Looart/Current were sold to Primerica and Gary became President of High Valley Group, Inc., a private investment company instrumental in developing the Briargate subdivision. In 2003, Gary was named Chairman for *(cont. on p. 3)*

## COLLEGE OF BUSINESS ADOPTS PRINCIPLES OF RESPONSIBLE MANAGEMENT EDUCATION

Responding to the global call for business schools and academic associations to advance corporate social responsibility worldwide, the College of Business and Administration at the University of Colorado at Colorado Springs has committed to adhere to the Principles for Responsible Management Education.

The Principles for Responsible Management Education provide a framework for academic institutions to advance the broader cause of corporate social responsibility and incorporate universal values into curricula and research. As a framework, the PRME are meant to guide a school's effort to continuously improve curricula and research with regard to issues of corporate citizenship and sustainability. The PRME are not a substitute for existing accreditation and quality assurance systems, although some accrediting institutions value the principles. The UCCS College of Business is accredited the Association to Advance Collegiate Schools of Business, which accredits the world's top business schools and was one of the eight organizations on the PRME steering committee.

"The Principles for Responsible Management Education aligns with the UCCS College of Business vision, mission, and values that include ethics, integrity, preparing students for careers, and stakeholder

dialogue," Venkat Reddy, dean, said. "Our participation in PRME recognizes the college's ongoing commitment to include responsible management in its curriculum and conduct relevant research in corporate social responsibility and sustainability."

Tracy Gonzalez-Padron, assistant professor, Business, was one of more than 260 academic leaders, as well as representatives of business, civil society and the United Nations, who gathered at UN Headquarters in New York in December for the First Global Forum for Responsible Management Education.

"One example of how these principles fit into our current undergraduate and MBA programs is student projects for nonprofit organizations, projects relating to sustainability, and social audits of local organizations," Gonzalez-Padron said. "Students come away with practical knowledge and a greater awareness of the impact of responsible and sustainable business practices."

"Sustainable business practices will be a foundation of successful enterprises going forward," Tom Arata, a vice president of St. Paul, Minn.-based Ecolab and 1987 UCCS graduate, said. "Business school graduates with solid grounding in this area will be well-positioned not only for employment, but for leadership roles as well."

## THE DEAN'S VIEW

It has become more and more clear that, on the whole, American business schools need to ensure their graduates have a strong understanding of business ethics and social responsibility. While the College of Business has long incorporated these topics in our guiding principles and in our curriculum, we are emphasizing their importance through our adoption of the Principles for Responsible Management Education. Deliberate adjustments to our courses and strategic partnerships with local organizations are giving our students hands-on experience in these areas.

In addition to teaching these topics, we also need to celebrate businesspeople who exemplify these values. This year, the College of Business and the business alumni developed the College of Business Lifetime Entrepreneurship Award to honor entrepreneurs who exhibit these traits. The inaugural recipient, Gary Loo, is an outstanding illustration to our students of how to combine business acumen with high standards for ethics and a commitment to the community. Gary Loo's service to professional organizations, community boards, and to non-profit groups has made a significant impact on our area. His considerable professional achievements have contributed to the economy and shape of Colorado Springs.

Gary Loo represents the best sort of businessperson, the kind we hold up to our students as an example of how applying the knowledge gained in business school combined with a commitment to ethical business practices and social responsibility can shape the quality of life for an entire region. We say "We are in the business of building successful futures," and Gary Loo is a stellar example of our vision.

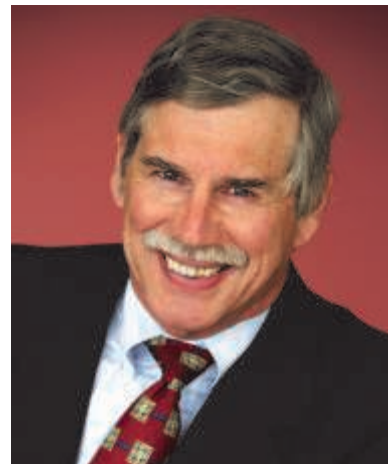


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### LONGTIME PROFESSOR RETIRES

Dr. Richard Discenza, Professor of Operations Management and Information Systems and Dean Emeritus, retired at the end of the spring semester, following a distinguished 27 year career of teaching and leadership in the College of Business.

Dr. Discenza received his BSF in Forestry from Northern Arizona University, an MBA from Syracuse University, and a PhD in Management from the University of Oklahoma. As dean of the College of Business, he helped establish and oversaw the development of our distance MBA program, the largest AACSB International-accredited online MBA program.

At his retirement celebration, colleagues lauded him as generous with his time and expertise. He mentored younger professors, collaborated on research, and shared his handyman skills with his fellow faculty. His hiking and camping trips are legendary.

Dr. Discenza has published 13 books and manuals, more than 90 papers, and led many major seminars and workshops. He has consulted with large corporations, school districts, non-profits, and federal and state government departments. In retirement, Dr. Discenza and his wife live outside Kansas City, Missouri, where he will continue to employ his significant handyman skills.

## GARY LOO (CONT.)

High Valley Group, Inc. Additionally, Gary has had significant ownership in several other Colorado businesses, including Nighthawk Industries and Izze Beverage Company of Boulder, CO. Gary also provided the investment to help build the Sky Sox Stadium.

Gary has served on numerous city and county task forces, including the City of Colorado Springs Long Range Planning and the Emergency Housing Task Forces. He has lent his professional expertise while serving as President of the Colorado Springs Manufacturer's Council, President of the Parcel Shippers Association in Washington, D.C., on the Executive Committee and as a board member of the Colorado Association of Commerce and Industry, as a board member of the Colorado Springs Chamber of Commerce, and the UCCS College of Business Advisory Council, just to name a few.

He has a long-standing commitment and involvement with community affairs, particularly service related agencies. He has served as the Chairman and President of the Myron Stratton Home, and continues to serve on the board of the Cheyenne Mountain Zoo Foundation, the Colorado Springs Fine Arts Center Foundation, and the Air Force Academy Foundation. His past involvement with Pikes Peak United Way, Colorado College, the Goodwill Advisory Board and the Colorado Amateur Sports Corporation strengthened those organizations, as well as many others.

Gary has earned the respect of the community, as evidenced by his many awards, including Colorado Springs Chamber of Commerce Business Citizen of the Year, the UCCS Distinguished Service Award, and the John Venezia Award from Partnership for Community Design. Gary and the entire Loo family were inducted into the Colorado Business Hall of Fame in February 2009.

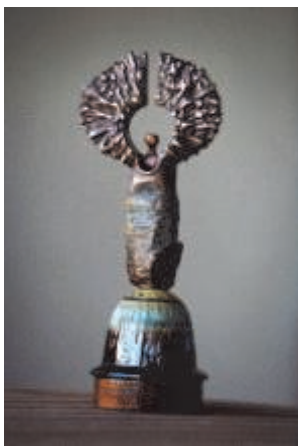
Venkat Reddy, dean, appreciated the example Loo set for UCCS College of Business students. "Individuals like Gary Loo are not only a true inspiration to budding entrepreneurs but also have a tremendous impact on our students as they venture into the business world."

Steve Bach, a 1968 UCCS alum, former Current employee and entrepreneur, lauded Loo's leadership as did Becky Medved, a former Current employee and chair of the College of Business Alumni leadership team. But it was former trucking company magnate and Colorado Rockies owner Jerry McMorris who summarized Loo. "You've had the best example of entrepreneurship there is for a lot of years in Colorado Springs," McMorris said. "The Loo family."

McMorris, the keynote speaker for the event, went on to summarize his own business success which began as a CU Boulder student when he purchased a trucking company for \$7,500. Tracing the progress from three trucks to 13,000, McMorris cited some expected qualities of entrepreneurship including a high energy level and a stomach for risk-taking. Others were a surprise including an admonition to be optimistic.

"Don't get buried with the negative," McMorris said. "That will come soon enough."

He also encouraged the audience to "surround yourself (*cont. next column*)



## COLLEGE OF BUSINESS NEWS

**Jane Hammoud MBA '98** will serve as the chair of the Alumni Leadership Team beginning in August. Jane is a consultant with more than 25 years' experience in non-profit leadership. She takes the reins from **Becky Medved MBA '87**, who served as the 2008-2009 chair.

Readers of the Colorado Springs Business Journal selected the College of Business as the best business school in Colorado, the best Colorado school for an MBA, and the best Colorado school for an online degree. This is the 6th year in a row the College of Business has been named to the CSBJ's Best Of list.

Dr. Al Davis appointed Executive MBA Academic Chair Professor Al Davis has been appointed Academic Chair of the Executive MBA, effective July 1, 2009. The position rotates among the three campuses – Boulder, Denver and Colorado Springs.

Dr. Paul Miller and Dr. Brian McAllister BS '93 win prestigious Journal of Accountancy JL Award Dr. Miller and Dr. McAllister collaborated with Dr. Paul Bahnson of Boise State University on the article, "A New Day for Business Combinations," which ran in the June 2008 issue of the Journal of Accountancy. The award recognizes the authors of the best article published in the Journal annually, as determined by the magazine's editorial advisors.

Dr. Eric Olson won the 2009 UCCS Faculty Award for Excellence in Research. In presenting the award to Dr. Olson, Chancellor Pam Shockley-Zalabak said, "With research interests that span multiple management disciplines including strategic management, marketing, design and sport management, Dr. Olson's research record and accomplishments are nothing less than staggering." Dr. Olson is the author of more than 50 publications in top academic and practitioner journals.

Dr. Gary Klein, Cougar Professor of Business, was recognized as the most prolific author in Information Systems in the world, according to a study recently published in the European Journal of Information Systems.

**Dr. Don Gardner's** article entitled "Underprediction of Performance for U S Minorities Using Cognitive Ability Measures," published in Equal Opportunities International, has been chosen by the journal's editorial team as a Highly Commended Award Winner at the Literati Network Awards for Excellence 2009.

Longtime instructor in the College of Business and financial guru, Allan Roth recently published a personal investment book titled, How a Second Grader Beats Wall Street: Golden Rules Any Investor Can Learn.

Congratulations to our outstanding graduates!  
Undergraduate: **William Imhof BS '09**, International Business  
Graduate: **Gregory Voelkel MBA '09**, Finance

(*Loo, cont.*) with the best possible people," advice initially directed at hiring legal and finance experts but later extending to life partners. He credited his wife, Mary, for much of his success. "She devoted her life to me and to our children," McMorris said. "What more could I ask?"

About 150 business, education, and community leaders attended the sold-out award luncheon at The Club at Flying Horse. They gave Loo a standing ovation in appreciation for his years of leadership in business and philanthropy.



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## Your Alumni Leadership

Chair: Jane Hammoud MBA '98

Tom Arata MBA '87

Samantha Bruner BS '06

Stephen Engel MBA '76

Becky Medved (Immediate Past Chair) MBA '87

Danny Mientka (Past Chair) MBA '92

Ed Priem BS '04

Dave Rishavy MBA '03

Joan Schulz BS '81 MBA '85

Ashley Seiler MBA '04

Christy Sipsey BS '01 MBA '03

Brenda Smith (Past co-chair) BS '78

Janet Suthers MBA '89

Gary Winegar MBA '98

Jane Young BS '82 MBA '89

College of Business Alumni Office  
Contact Jana Hyde  
719-255-3755 direct  
jhyde@uccs.edu

## Events and Info

Minneapolis-St. Paul Reception

Hosted by: Tom Arata MBA '87 and  
the CU Foundation

Date: Wednesday, July 29

Time: 6:00-7:30 p.m.

RSVP: Debbie Dobson-Marchini  
719-482-5003 or  
debbie.marchini@cufund.org

Location: EcoLab  
655 Lone Oak Drive  
Eagan, MN 55121

Meet other UCCS College of Business alumni who live in the Twin Cities area, visit with Dean Venkat Reddy, and learn about the changes to campus and the college at this fun, informal evening.

Southern Colorado Economic Forum  
Colorado Springs Regional Economic Update  
October 30, 7 a.m.—12 p.m.  
www.southerncoloradoeconomicforum.com

Are you getting our monthly e-newsletter, *Open for Business?* Stay up-to-date with the College of Business and alumni events. Send us your email address and we'll add you to the list.

## Connect

Job Placement

Contact Lisanne McNew, our new Director of Placement and Internships, if you are seeking a job or employees. 719-255-4700 (direct) or lmcnew@uccs.edu.

Class notes

Check out what your classmates are doing and add your own update at <http://www.uccs.edu/~webdept/alumni/classnotes.php>

Join our Facebook group!

If you are a member of Facebook, search groups for "UCCS College of Business Alumni Association" and join us for the latest news and invitations! Samantha Bruner '06 is our Facebook group administrator.

Are you LinkedIn?

Join our UCCS College of Business Alumni group on LinkedIn! Do business with other alumni, or just see where they are. To join, type this URL into your browser: <http://www.linkedin.com/e/gjs/78285/2B803970A095> and click on Join This Group. If we didn't already have your email address, you'll have an extra step.