I
n the 2011-2012 Dean’s Report, I would like to acknowledge an important stakeholder on campus who has forged a relatively new partnership with the School of Business Administration: Dr. Joe Fanguy, the Director of Technology Transfer at The University of Montana.

With his arrival to campus in 2010, Joe immediately began approaching our faculty to describe a critical role that he wanted them to play in order to make the Office of Technology Transfer (OTT) successful. Joe was delighted to learn that many of our faculty were not only familiar with the concept of technology transfer, but that they had considerable experience in this realm. In my own terms, technology transfer is the process whereby our business faculty work with nonbusiness faculty (often scientists) who create new knowledge that can be transformed into valuable products to be marketed globally. When the commercialization process is accomplished successfully, The University of Montana can benefit from significant revenue streams.

Please read the article in this Dean’s Report on the SoBA-OTT partnership. We are delighted to have formed our alliance with Joe and the OTT.

This academic year was once again a banner year for our students, faculty, and staff members! We have highlighted many of those accomplishments throughout this Dean’s Report. A special and heartfelt thanks goes out to each of you who continue to support the School of Business Administration in so many different ways.

Your support makes many of the recognitions and awards possible, and we deeply appreciate all that you do to help us provide a world-class education to our students.

Dean’s Message

The transfer of knowledge is not constrained within Campus Drive and Arthur Avenue. Rather, it extends to other institutions, businesses, homes, and individuals both in the U.S. and around the world. This greater purpose is what The University of Montana and the Office of Technology Transfer strive for, and it is rewarding to be a part of that process.

Eric Morse
SoBA student
and Intern at OTT

The printing of this Dean’s Report is made possible by grants from D.A. Davidson & Co. and the John and Kathleen Connors Business Opportunity Fund.
Entrepreneurship Meets Innovation
Partnership Benefits Faculty, Students, and Community

Brilliant minds come to campus every day. What develops from these individuals and their research is astonishing, according to Eric Morse, a senior in business management at The University of Montana School of Business Administration.

UM researchers are designing water flow analysis software, building physical therapy products, developing effective stroke treatments, ensuring that bees continue to pollinate crops, and discovering substitutes for toxic petrochemicals and harmful phosphates in consumer goods.

Morse has learned a lot during his internship with The University of Montana’s Office of Technology Transfer (OTT). Specifically, getting these research discoveries or inventions to the marketplace can be a long and challenging process. Not all inventions become viable business enterprises. This is where innovation – the process of formulating strategies for bringing research to market – comes into play.

Morse also has discovered that the critical and creative thinking he learned at SoBA will help him go forward in the workplace.

The internship came about when Morse went to talk to Joe Fanguy, PhD, Director of OTT, about a business idea. He ended up with a few pointers and a Business Development Innovation internship.

Opportunities such as these are among the many benefits of the partnership between the OTT and the SoBA.

Under the leadership of Fanguy, UM stakeholders across multiple disciplines such as science, law, and business combine their expertise to pursue commercial application of technology generated through the University’s research efforts.

The technology transfer process serves as a vital resource for UM’s research community in the areas of intellectual property, marketability analysis, marketing plans, feasibility studies, licensing, business plan development, and funding.

In turn, undergraduate and graduate business students participate on cross-disciplinary project teams to apply their classroom knowledge, work through business problems, and identify opportunities to create products that have market value and support viable business enterprise.

Dean Larry Gianchetta supports SoBAs involvement in tech transfer because it reinforces the mission of the business school in providing innovative education to its students and helps to secure and maintain excellent faculty. According to Dean Gianchetta, the collaboration between SoBA and the OTT creates extraordinary benefits for the University, the state of Montana, and even the world.

Focus on Faculty

A number of the SoBA faculty members play an important role in the SoBA-OTT partnership. Here are several professors who are working directly with Fanguy:

Klaus Uhlenbruck, Chair of the Department of Management and Marketing, Professor of Management, and the John and Kathleen Connors Faculty Fellow, coordinates the effort to assist UM scientists with the execution of certain federal and state research grant proposals. SoBA can serve as a subcontractor for grants that require needs assessments for emerging projects, develop related business plans to guide commercialization efforts, and create training plans on business topics appropriate for researchers.

Jakki Mohr, Regents Professor of Marketing and the Jeff and Martha Hamilton Distinguished Faculty Fellow, is often asked to bring her knowledge and skills to the table as inventors are building marketing strategies. She is proactive about her involvement because, as she explains, “The empirical research on technology commercialization shows that superior science alone does not yield success in the market; the superior science must be coupled with astute marketing planning in order to succeed in the marketplace.” Mohr adds, “This is where the partnership between the Technology Transfer Office and the Business School is so promising.”

Michael Braun, Associate Professor of Management and OTT Advisory Board Member, assists Fanguy in evaluating the commercialization potential of discoveries. Braun explains, “Along with the other advisory board members, I help the inventors see their ‘creation’ from a business perspective, in the process answering questions such as: Is there market potential and, if so, how big is it? Who is the target customer? What are the resource requirements of the venture? Who will manage the business?”

David Firth, Associate Professor of Management Information Systems and the Warren and Betsy Ross Wilcox Faculty Fellow, works closely with several start-up and tech transfer companies in Missoula, including Bee Alert Technology, Inc., which trains bees to find landmines. Firth says, “I work with the bee guys, and they are brilliant with bees. By having me work with them on the business side of things they can focus on what they do best.”

The School of Business Administration is proud that its students have an opportunity to be an integral part of a collaborative environment where they are able to interface with scientific research and technology and contribute to an innovation that may one day change the world.”

– Larry Gianchetta
SoBA Dean
Collectively, these four SoBA faculty members consult on an informal and formal basis, assist UM researchers with grant funding applications, and provide expertise to the Montana Technology Enterprise Center (MonTEC) and the Missoula Economic Partnership initiatives.

**Spotlight on Students**

Katelin Conway (MBA ’11) and Derrick Coston (MBA ’11) worked directly with stakeholders at Rivertop Renewables to conduct research supporting the design of an ingredient branding campaign. Conway declares her exposure to technology transfer and the UM-managed business incubator, MonTEC, was vital to her education. According to Conway, “The tech transfer process allowed me to learn about highly innovative ideas and projects while simultaneously applying business methods. It was very rewarding to be part of an innovative company associated with UM.”

Marketing major Ximena del Campo learned about technology transfer through Mohr’s High Technology Marketing class. Del Campo sought an internship with the OTT because it was “a great opportunity to work with technologies that are cutting edge, that are not yet being commercialized. I loved being the link between science and marketing,” reflects del Campo. “Also, Dr. Fanguy’s guidance and great knowledge were indispensable. He helped me see projects from a research and technology perspective.”

SoBA student Eric Morse currently works at the OTT. He notes, “I am learning new skills and gaining important knowledge in this internship – things that cannot be taught in classrooms. However, if I didn’t have a business education I would have no idea where to start on many of my projects.” After graduation Morse hopes to find a job, possibly in tech transfer, while continuing to work on his business idea.

According to Dean Gianchetta, SoBA is committed to reaching across the University and into the community to provide the business expertise needed to transform inventions into innovations. When applying business knowledge and classroom concepts in a dynamic and cooperative learning environment, SoBA students are challenged to think, contribute, and create value for inventions.

To view the video interview between Dean Gianchetta and Director Fanguy, please visit [www.business.umt.edu/Soba/featureStories/interviewWithDeanGianchetta.aspx](http://www.business.umt.edu/Soba/featureStories/interviewWithDeanGianchetta.aspx).

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“Employers are looking for practical experience, and when a business student comes into the OTT there’s an opportunity for the student to negotiate contracts, develop business plans, assist entrepreneurs who are looking to raise capital, and engage in other experiences that will enhance competitiveness.”

– Joe Fanguy
UM’s Director of Technology Transfer

Eric Morse, SoBA student and intern at OTT

“I consider myself very lucky in the success that I’ve had and owe it to receiving an education that helped me learn how to evaluate and understand risk and the needs of people.”

– Dick Anderson, Class of 1974, majority owner of Dick Anderson Construction

“My time at the School of Business and The University of Montana was a life-changing experience.”

– Christopher Loy, Class of 1979, former Vice President of Finance, Time Warner Cable
TEDx TALK
Transforming Business with Biomimicry

“ A transformation is already taking place within the marketing organizations of the world’s most recognizable brands to accommodate the impact of biomimicry and the information it provides.”

— Jakki Mohr
Professor of Marketing

What do termite mounds, humpback whales, shark skins, and butterfly wings have in common? They are all part of biomimicry that businesses use to solve technical and engineering challenges, according to Jakki Mohr, Regents Professor of Marketing and the Jeff and Martha Hamilton Distinguished Faculty Fellow. Mohr was recently invited to discuss the fascinating field of biomimicry and its impacts on business at TEDx in San Diego and in Bozeman. Biomimicry is the creation of products using the natural world as a model.

The TEDx lectures, according to its website, are specifically designed to “give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level.”

TED is a nonprofit that started nearly 30 years ago as a conference bringing together people from three worlds: Technology, Entertainment, Design. The TED and TEDx archives of video presentations reach millions of viewers worldwide.

Mohr was invited to participate in the TEDx program after a TEDx program committee member and marketing executive at Qualcomm (the company that makes the chips inside mobile devices), read Mohr’s book, Marketing of High-Technology Products and Innovations.

Mohr’s TEDx talk, “How Does Nature Do That? — Unleashing the Promise of Biomimicry for Sustainable Innovation,” explained why businesses are rethinking how performance can be improved through the “genius of nature” by changing their “business as usual” approach. In her presentation, Mohr showcased companies currently harnessing biomimicry to deliver sustainable business solutions and successful products. Mohr included a compelling snapshot of the growing impact biomimicry has on corporate innovation. As an example of biomimicry’s importance, Mohr described real-world examples of wind turbines inspired by the scalloped edge of a humpback whale fin that increased turbine energy production by 20 percent. She also discussed buildings in Zimbabwe that were modeled on the airflow structure of termite mounds; the termite model required 90 percent less energy for cooling than a more traditional plan.

The Marketing Science Institute has awarded Mohr and her colleagues a grant to examine the challenges and success factors high-tech companies face as they leverage biomimicry to create breakthrough products that can be marketed successfully.

As companies continue to market biomimicry products, their traditional marketing, planning, and development strategies will also be challenged. Mohr notes that a transformation is already taking place within the marketing organizations of the world’s most recognizable brands to accommodate the impact of biomimicry and the information it provides.

Another exciting aspect of Mohr’s involvement in biomimicry is the benefit to her students. Students in her High-Technology Marketing class have worked on several biomimetic innovation projects and have learned a great deal about how biomimicry fits in a technology transfer program.

Mohr’s TEDx SanDiego talk can be viewed on the TEDx YouTube channel or at www.ted.com.

Jakki Mohr, Regents Professor of Marketing and the Jeff and Martha Hamilton Distinguished Faculty Fellow.

Nature Inspires Innovation
www.business.umt.edu/soba/featurestories/tedx.aspx
AICPA Legacy Scholar Heads to KPMG

MAcct student Michele Keener has been awarded the American Institute of CPAs John L. Carey Scholarship for a second consecutive year and recently accepted an employment offer from KPMG in New York City, where she will join the firm as an Audit and Assurance Associate in the Financial Services Division in fall 2012.

MISA Student Group Garners International Awards

MISA student group. To receive international honors from AIS demonstrates SoBA’s commitment to developing outstanding business professionals,” said Clayton Looney, MISA Faculty Advisor, MIS Associate Professor, and the Ron and Judy Paige Faculty Fellow.

UM Students Benefit From “Careers in Finance” Panel Discussion

The MAcct program at UM has driven my passion for the theory and practice of accounting. The rigors of the curriculum are matched by the dedication of the professors and students. We are creating a culture of excellence here at SoBA, and the achievements of our graduates will stand as testament to that excellence. I feel fortunate to be part of that mission.”

From left: SoBA students Shanice Waldo, 2011-2012 Beta Alpha Psi (BAP) Chapter President; Ellen Pistole, BAP “Project Run With It” participant; Daniel Murphy, BAP Secretary; and Levi Clarke, BAP Officer at Large, showcase their excellence at the BAP Annual Conference held in Denver during fall 2011.
SoBA Honors UM Alumni for Career Achievements

Dean Larry Gianchetta and the School of Business Administration honored three SoBA alumni for their extraordinary career achievements at the 64th Annual Donor Recognition and Scholarship Awards Banquet in May 2011. Deer Lodge native Douglas P. Beighle (top left) received the Outstanding Distinguished Alumnus award. Beighle earned his bachelor’s degree at UM in 1954 and then went on to earn his juris doctorate degree from UM in 1958. He retired from Boeing in 1997 as a senior vice president and chief administrative officer.

A native of Plentywood, Bill Knick (top right) received the Outstanding Alumnus award. Knick graduated from UM in 1974 and began his career with Pacific Steel & Recycling shortly thereafter, retiring in 2009 as corporate executive vice president. Bjorn Nabozney (left) received the Outstanding Early Career Alumnus award. Nabozney came to UM from the Flathead Valley and earned his bachelor’s degree in 1993. He co-founded Big Sky Brewing Company in the mid-1990s, and it has since grown to become the 37th largest American craft brewery.

SoBA Students Award $10,000 To Local Nonprofits

Students taking the Individual and Corporate Philanthropy class taught by Bambi Douma, Associate Professor of Management and the Deborah Doyle McWhinney Faculty Fellow, recently disbursed grant funds totaling $10,000 to Missoula nonprofits serving needs related to youth, disabilities, and animals.

The students issued a request for proposals in October and received 27 submissions from local nonprofits. With only $10,000 to award and more than $120,000 requested, the students implemented a rigorous in-class review and scoring process to determine which projects to fund.

In the end, four Missoula nonprofit organizations received funding: the Humane Society of Western Montana, the Girls Way Inc., the Missoula Children’s Theatre, and Missoula Food Bank.

KPMG Faculty Fellowship

Ronald F. Premuroso, PhD, CPA, and Assistant Professor of Accounting in the Department of Accounting and Finance, was recently awarded the KPMG Faculty Fellowship. Premuroso’s previous experience includes six years with KPMG and 20 years at Sensormatic working in various capacities in accounting and finance, eventually as a Vice President and Executive Officer with the company.

Ronald Premuroso

With a generous grant from the Sunshine Lady Foundation, students were able to learn about the importance and practice of philanthropy by evaluating proposals and awarding grants. Doris Buffett, sister of Warren Buffett, is the benefactor of the Sunshine Lady Foundation, which provides the grant money for this opportunity through the new Learning by Giving Foundation.

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Bambi Douma and Andrea Vernon, Director of the University’s Office for Civic Engagement, wrote the original grant to bring the program to UM, where the project was initially incorporated into Douma’s Leadership and Motivation class.

“Doris Buffett, sister of Warren Buffett, is the benefactor of the Sunshine Lady Foundation, which provides the grant money for this opportunity through the new Learning by Giving Foundation. The students brought a great deal of enthusiasm,” Vernon said. “They learned firsthand about the important roles of corporate and individual philanthropy in helping our community meet and tackle its most pressing needs. The interest level of local nonprofits was equally impressive.”

Bambi Douma, Associate Professor of Management

“Students were really engaged. We had an executive director of a local nonprofit in the class and, at first, we had students who didn’t know what philanthropy meant – or even how to pronounce the word. It was an incredible learning experience for all of us.”

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Bambi Douma, Associate Professor of Management

Douglas P. Beighle (far left) and Bill Knick at the 64th Annual Donor Recognition and Scholarship Awards Banquet.

Bjorn Nabozney, Big Sky Brewing Company.

Professors Bambi Douma (seated left) and Andrea Vernon (seated center), with students from the Individual and Corporate Philanthropy class, and local nonprofit award recipients.
SoBA Welcomes New Assistant Professor of Accounting

Casey J. McNellis, PhD, CPA, joined the SoBA family in fall semester 2011, teaching upper-division financial accounting courses. A native of Helena, he attended Gonzaga University where he completed his undergraduate and graduate work. McNellis earned his PhD in business administration (accounting) at Washington State University. He is a CPA and has worked in the Assurance Services practice at KPMG, LLP in Seattle.

KPMG Alum Shares Auditing Expertise

Craig Crawford, KPMG, was a guest lecturer in Professor Terri Herron's Advanced Auditing graduate class, where he shared his knowledge about the new accounting standards currently being proposed by the Public Company Accounting Oversight Board (PCAOB). Crawford is a partner in KPMG LLP’s National Office in New York and serves as National Partner in Charge, Audit Quality and Process Monitoring. He has extensive experience monitoring the standard-setting activities of the PCAOB, U.S. Securities and Exchange Commission, International Auditing and Assurance Standards Board, and American Institute of Certified Public Accountants.

“Were fortunate to have someone as senior as Craig Crawford speak to our class,” said Herron, Chair of the Accounting and Finance Department and Professor of Accounting. “Though he is a high level, national partner with KPMG, he remains in the trenches of audit regulation and standard setting.” To see his bio, go to www.business.umt.edu/Soba/featureStories/CraigCrawford/CraigCrawfordBio.aspx.

SoBA Accounting Students Help Families with Tax Returns

Accounting students at the SoBA completed the 2012 Volunteer Income Tax Assistance (VITA) program, which ran from February 4 through March 10, 2012. This long-standing community service project of SoBA, in partnership with the Internal Revenue Service, is designed to assist low-to-moderate-income taxpayers in completing their federal and state income tax returns on six Saturdays during tax season.

VITA program volunteers report that as of the printing of this Dean’s Report more than 600 federal and more than 550 state tax returns were completed, and more than $725,000 in total refunds had been received by taxpayers using the UM VITA program. During this tax season, 31 undergraduate accounting majors and 15 students in the MACct program volunteered to assist taxpayers with incomes of $50,000 and below complete their federal and state income tax returns under the direction of Associate Professor of Accounting Kent Swift and Clem Lockman, a practicing CPA.

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In Appreciation of Our Donors

– John Connors, Class of 1984, former CFO of Microsoft and current partner in Ignition – a venture capital firm investing in software companies.

My advice to current students is to rise up to the challenges presented to them by the professors that push them the hardest.

– Dannyle Rude, Class of 1985, Supervisor of Industrial Banks, Utah Department of Financial Institutions.
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Accreditation
AACSB International is the most rigorous accrediting body for business degree programs. Its accreditation process focuses on excellence and continuous improvement in the delivery of business education through self-evaluation and peer review. We are one of nearly 650 AACSB International-accredited business programs worldwide, of which only 178 have also received separate accounting accreditation. To learn more about AACSB International Accreditation, visit www.AACSB.edu.

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“ I reconnected with UM last year when I became a member of Larry’s Business Advisory Council, and it’s been fun to come back to Missoula twice a year and see all the changes at UM.”

– Jim Farmer, Class of 1977, CFO of The Horton Group

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AACSB International is the most rigorous accrediting body for business degree programs. Its accreditation process focuses on excellence and continuous improvement in the delivery of business education through self-evaluation and peer review. We are one of nearly 650 AACSB International-accredited business programs worldwide, of which only 178 have also received separate accounting accreditation. To learn more about AACSB International Accreditation, visit www.AACSB.edu.

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