



QUESTION  
THE  
STATUS  
QUO

# YOUR IMPACT OF GIVING TO HAAS

University of California, Berkeley  
Haas School of Business

**2012–2013**  
ANNUAL REPORT  
OF PRIVATE GIVING



## TABLE OF CONTENTS

CAMPAIGN FOR HAAS	2
HAAS FUND	3
UNDERGRADUATE GIVING	4
MBA GIVING	6
REDEFINE THE BUSINESS GRADUATE	
YEAH Program	8
Hansoo Lee Fellowship	10
REALIZE OUR INTELLECTUAL FUTURE	
Cleantech to Market	12
E2e	13
TRANSFORM OUR HAAS CAMPUS	
O'Donnell Courtyard	14
Cheit Upgrades	15
BOARDS & VOLUNTEERS	16

A complete list of donors from July 1, 2012, to June 30, 2013,  
is available online at [haas.berkeley.edu/annualreport](http://haas.berkeley.edu/annualreport).





Dear Fellow Alumni and Supporters:

My sincere gratitude to all of you who helped the Haas School last year in its ongoing mission to develop leaders who redefine how we do business. On these pages, we celebrate record-breaking giving results and illustrate just some of the tangible effects your generosity has on the Haas community.

This past year we have made strides in **redefining the business graduate** by enhancing our curriculum to teach new skills and by venturing into the world of digital education.

Our **intellectual future** looks brighter because you have allowed us to repel competitive offers from other leading business schools for our faculty and to attract senior faculty from MIT, Harvard, and Kellogg.

Finally, we have started to **transform our Haas campus** by building spaces that encourage collaboration and community, such as the O'Donnell Courtyard. We're planning a future North Building that will accommodate evolving teaching methods and anticipate educational innovation.

Your philanthropic support keeps Haas at the forefront of management education and allows members of our community to put valuable new ideas into action. You help us nurture and develop Berkeley's global profile, building off a strong reputation I've witnessed in my recent travels to Asia, South America, and Europe. In short, your investment in the Haas community helps positively shape the society we live in. For that, I thank you.

Sincerely,

A handwritten signature in black ink, reading "R. Lyons".

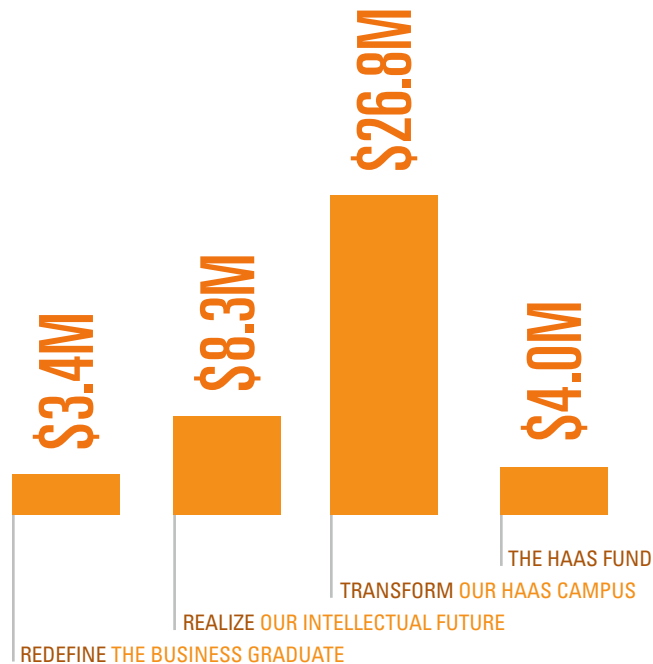
**RICHARD K. LYONS, BS 82**  
DEAN, HAAS SCHOOL OF BUSINESS

# THE CAMPAIGN FOR HAAS

With the support of our entire Berkeley-Haas community, the Campaign for Haas brings to life our mission to develop leaders who redefine how we do business.

The campaign is focused around three key areas of our strategic plan: **redefining the business graduate**—scholarships, fellowships, and a curriculum to develop innovative leaders; **realizing our intellectual future**—support for our world-class faculty as well as our leading institutes and centers; and **transforming our Haas campus**—a newly renovated courtyard and plans for an exciting new building filled entirely with classroom and student spaces.

## GIFTS & PLEDGES TO THE HAAS SCHOOL OF BUSINESS JULY 1, 2012 – JUNE 30, 2013



# \$42.5M

TOTAL GIFTS AND PLEDGES

86%

Committed of the \$60M needed for the new North Building

25

Fellowships and scholarships supported

ONE

Renovated courtyard fostering entrepreneurial collaborations and fellowship

\$8

MILLION

Program support for our centers and institutes

\$3.6  
MILLION

New record in cash giving to the Haas Fund

FIVE

New faculty recruited from Harvard, MIT, Northwestern, Chicago, and Brown

# THE HAAS FUND

Each year, thousands of Berkeley-Haas alumni, students, faculty, staff, and friends give generously so the Haas School of Business can capitalize on emerging opportunities and defining moments.

4631

Donors to the Haas Fund last year

2855

Haas True Blue donors who gave for 5 or more years

17%

Donors who gave at the Haas Leadership Society level of \$1,000 or more

86%

Donors who are alumni of the Haas School of Business

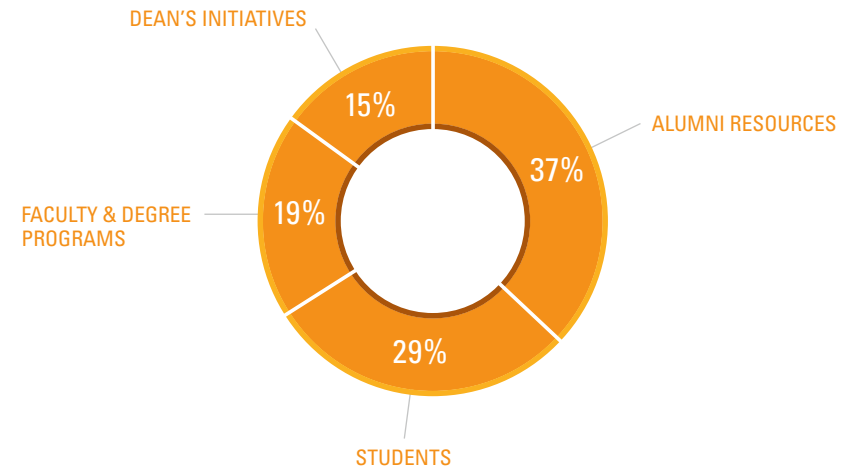
80%

Total revenue that came from Haas Leadership Society gifts of \$1,000 or more

\$237  
THOUSAND

Matching funds awarded to the Haas Fund from the New Alumni Challenge

## WHERE DONATIONS TO THE HAAS FUND ARE MAKING A DIFFERENCE IN OUR SCHOOL.



37%

**ALUMNI RESOURCES.** Career services and job postings, alumni events happening 6 out of 7 days a week worldwide, lifelong learning and executive education, online networks, and an alumni directory so you can network whenever and wherever.

29%

**STUDENTS.** The next generation of path-bending leaders. Supporting need-based financial aid, recruiting, admissions, and career resources.

19%

**FACULTY & DEGREE PROGRAMS.** Attracting and retaining our world-class faculty and supporting research and instruction in our top-rated degree programs.

15%

**DEAN'S INITIATIVES.** Experiments in key areas including online education, our innovative leadership development curriculum, and classroom laboratories.

# UNDERGRADUATE STUDENT AND REUNION CAMPAIGNS

## Undergraduate students teach the tradition of giving back.

A committee of 20 undergraduate students spent the year educating their classmates on the importance of philanthropy at Berkeley-Haas and instilling the tradition of giving back. Students created marketing materials, tabled in the Bank of America forum, and reminded their classmates that giving to Berkeley-Haas—both as students and alumni—is an investment in the school and in their own degrees.

The 2013 Senior Gift Campaign set new records in participation as well as involvement among juniors, raising a total of \$32,194 for Berkeley-Haas. The campaign used a data visualization tool with student faces (GradMap) to recognize donors and show class participation.

Led by co-chairs Tyler Wishnoff, BS 13, and Roschelle Lowe, BS 14, the campaign surpassed its goal of 50 percent participation with 196 students—or 53 percent—contributing to the class gift. For the third year in a row, Dean Rich Lyons, BS 82, and Brad Howard, BS 79, matched the student donations 1:1, along with a 2:1 match by the New Alumni Challenge.

To reward the class for surpassing its goal, Haas hosted the first-ever senior gift party, which was attended by Lyons, Howard, and the many student donors.

53%

PARTICIPATION RATE OF  
UNDERGRAD STUDENTS

\$32K

GIFTS RAISED FROM  
THE SENIOR GIFT CAMPAIGN

3:1

GIFTS MATCHED BY THE  
NEW ALUMNI CHALLENGE,  
DEAN RICH LYONS, AND  
ALUMNUS BRAD HOWARD

ONE

ROCKING PARTY  
TO CELEBRATE

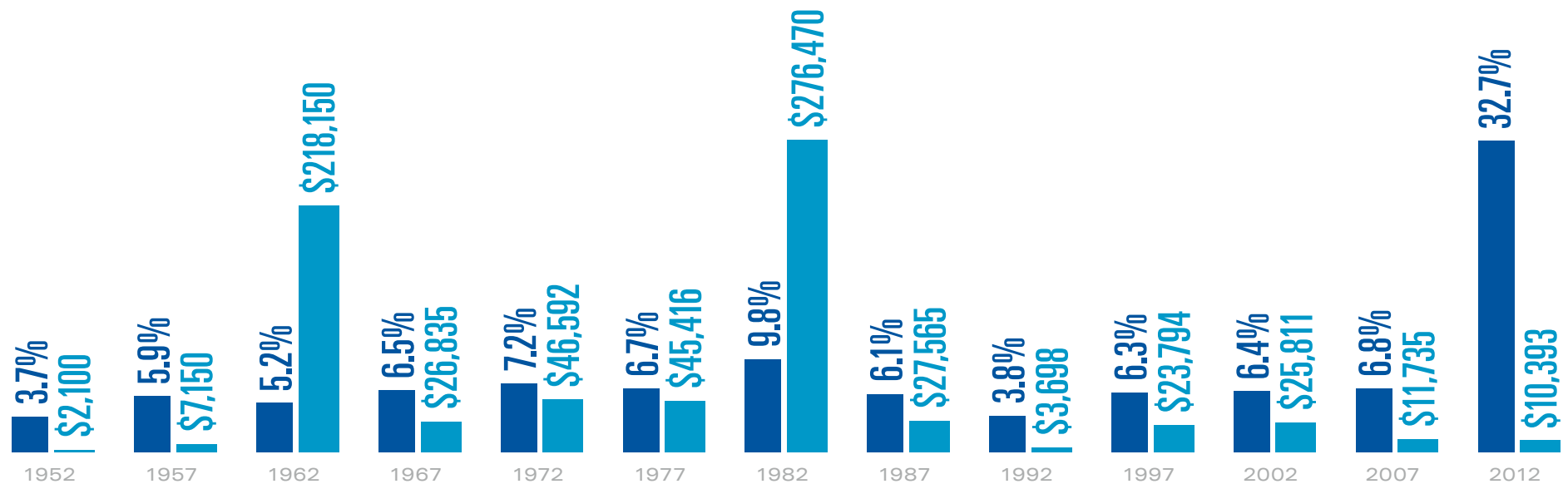
## UNDERGRADUATE REUNION CLASSES COMMEMORATE THEIR TIME AT BERKELEY-HAAS

Three days of fun, more than 100 events—Homecoming Weekend is the reunion celebration that brings together all undergraduates at UC Berkeley. It is a special occasion where alumni remember their undergraduate experience and commemorate their time at Berkeley by giving back.

The undergraduate reunion campaigns begin in January and culminate at Homecoming Weekend in October. Undergraduate alumni volunteer throughout the year and invite their classmates to give in honor of their class. In 2012, the reunion classes celebrating their 1st through 60th reunions raised a total of \$725,709 for Berkeley-Haas.



■ Donation amount by class  
■ % of class participation



# MBA STUDENT AND REUNION CAMPAIGNS

## MBA students make giving a lifelong connection.

Fueled by a competition between cohorts and events around the Bay, graduating MBA students raised more than \$100,000 as part of the 2013 graduating gift campaigns. The MBA student giving campaigns celebrate the Berkeley MBA experience and remind students that their investment in the school and their connection to classmates extend well beyond graduation.

The Full-Time MBA student campaign, now in its 25th year, was led by Abby Feuer and Andrew Wisnewski, MBA 13s, and reached a 71 percent participation rate, bringing in \$77,580

for Berkeley-Haas. At the LifeLong Connections campaign kick-off event, students hung photos of their classmates from orientation as a reminder of the friendships they formed and how much they have learned in just two short years.

The Evening & Weekend MBA 13 campaign had a record-breaking 42 percent of the graduating class give a total of \$24,990. Led by Andrew Hattori, Touseef Bhatti, and Julie Miller Everett, the effort featured a healthy competition to see which one of the four class cohorts could raise the most.

71%

PARTICIPATION RATE IN THE  
LIFELONG CONNECTIONS  
CAMPAIGN AMONG  
FULL-TIME MBA STUDENTS

\$100K

GIFTS RAISED THROUGH  
THE MBA GRADUATING  
GIFT CAMPAIGNS

2:1

GIFTS MATCHED BY THE NEW  
ALUMNI CHALLENGE

42%

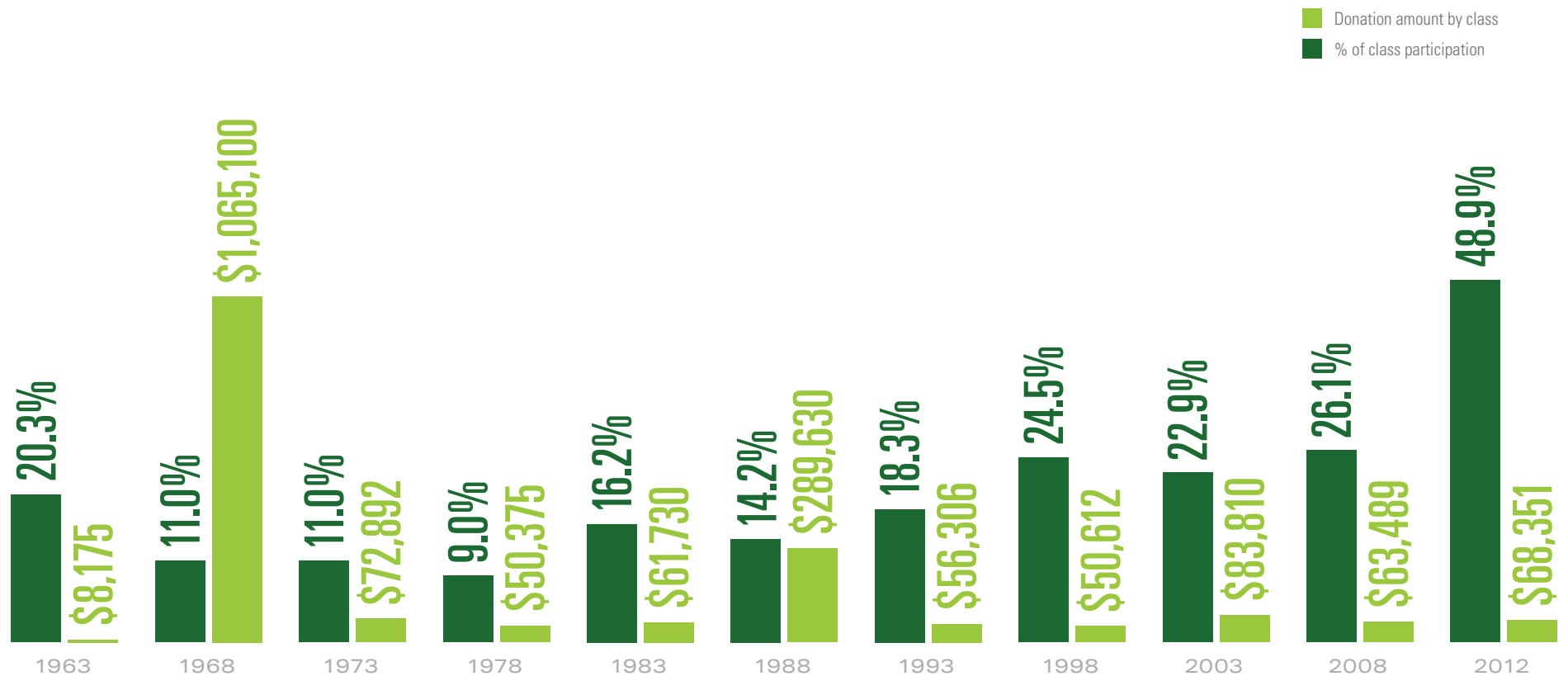
PARTICIPATION RATE IN THE  
GRADUATING GIFT CAMPAIGN  
AMONG EVENING & WEEKEND  
MBA STUDENTS



## MBA REUNION BRINGS ALUMNI BACK TO CAMPUS TO RECONNECT AND REINVEST

MBA Reunion Weekend brings nearly one thousand alumni and friends back to Berkeley-Haas to reconnect with classmates and reinvest in their Berkeley-Haas MBA. It is a time when alumni reflect on what their MBA experiences have meant in their lives and careers and give back to support the next generation of leaders.

This year, 78 alumni volunteered to host events, recruit classmates, and raise reunion class gifts for Berkeley-Haas. Of course, a little competition never hurts, and this year was no different. The Class of 2008 set a new record for giving in the 5th year reunion, beating the record set by the Class of 2007 just one year before. All in all, \$1,870,471 was raised by the 1st through 50th year reunion classes in honor of the 2013 MBA Reunion.



## REDEFINE THE BUSINESS GRADUATE

We are driven to better lives by supporting learning opportunities that solidify the passions and aspirations of people who will impact society.

# AMBITIOUS YEAH ALUM IGNITES BIG DREAMS

The Center for Young Entrepreneurs at Haas (YEAH) offers youth from underserved Bay Area schools a valuable opportunity: the chance to live up to their potential.

YEAH lessons in contracts, marketing, and revenue modeling helped Robert Reffkin launch a DJ business in high school that supported his family, employed his friends, and, ultimately, helped pay for his college tuition at Columbia. Reffkin, raised by a single mom in Berkeley, joined YEAH as a high school sophomore in 1995. “YEAH gave me the confidence to realize my dreams were my only boundaries,” he says.

After earning both a BA and MBA from Columbia, Reffkin began accumulating career successes: stints at McKinsey & Company and Lazard Frères, an appointment as special assistant to the U.S. Secretary of the Treasury, and nearly seven years at Goldman Sachs—as a VP in the firm’s private equity arm then as chief of staff to the president and COO.

Armed with \$8 million in seed funding—the largest publicly disclosed seed investment in the country in 2012—Reffkin launched Urban Compass in May 2013. The company blends tech tools with personal service to reinvent NYC apartment hunting.

Reffkin also founded Bronx Success Academy 1 charter school and New York Needs You, a nonprofit that enables first-generation college students to succeed in school. He also ran 50 marathons in as many states to raise \$1 million for youth education and enrichment programs. “I went through seven nonprofits as a student when I was younger, the YEAH program being one of them,” he says. “I wanted to find ways to give a lot back.”







A full 100 percent of all YEAH graduates who learn about business, finance, and entrepreneurship from Haas students continue on to higher education—most the first in their families to do so.



### **PALWASHA KHATRI, BS 15: YEAH GRAD BECOMES FIRST TO ATTEND HAAS**

An idea to boost BART ridership with reward cards garnered first prize for Palwasha Khatri and her team in a YEAH case competition and launched the then high schooler's passion for marketing. Accepted into other business programs, she chose UC Berkeley and then Haas. "I met some great undergrads and MBAs in YEAH," she says. "That made a huge impact in my decision to come to Berkeley." She still helps with YEAH whenever possible. "It's really nice to be able to give back to the program."

### **\$1M GIFT FROM DAVID ECKLES, MBA 73, EXPANDS YEAH PROGRAMMING**

David Eckles has funded startup operations for the new Office of Pre-College Programs (OPC), which grew out of YEAH to create more pathways to college, and to Haas, for all youth. OPC includes new support for YEAH grads beginning college careers and expands the Berkeley Business Academy for Youth, two-week residential summer programs whose proceeds keep YEAH free for under-resourced kids. Eckles, president of the Blueprint for Communities Foundation, also gave \$100,000 for a Diversity and Social Impact Fund to enhance the school's community.



## REDEFINE THE BUSINESS GRADUATE

Generous donations allow Haas to stay at the forefront of management education to inspire future leaders who are capable of putting new ideas into action.

# HANSOO LEE FELLOWSHIP EMBOLDENS ENTREPRENEURS

The first recipients of the annual award in memory of Hansoo Lee, MBA 10, gain a leg up as entrepreneurs—and the confidence to pursue their aspirations.

Romi Elan and Charlie Hughes, MBA 14s, knew the consulting careers they left to attend Haas weren't the right fit and had entrepreneurial aspirations. Last winter, they began developing Goalzy, an app that allows users to share personal goals with friends to stay focused. They were chosen from 10 applicants for the fellowship; each received \$5,000 to spend the summer focusing on product development.

They learned programming languages, beta tested, experienced life as creators, and launched Goalzy into the marketplace. "Our main goals were to become technologically proficient and capable

of leading a tech startup," Hughes says. "And we're there."

Hansoo Lee's business partner and fellowship cofounder Bhavin Parikh, MBA 10, saw a passion in Elan and Hughes that he and Lee shared when starting the online education company Magoosh. "We were looking for a team we felt would be the best ambassadors of entrepreneurship at Haas," he says.

Indeed, both men now readily identify as entrepreneurs. "The most significant influence the fellowship had on me was that external people believed in us," Elan says. "It changed the way we believed in ourselves."







Afternoon yoga allowed Hughes (left) and Elan to stay focused during long work days and fulfilled one of their personal goals—to be more mindful and healthy. As Goalzy users, they upload photos that indicate progress they're making.



## ALUM'S LEGACY IMPROVES ENTREPRENEURIAL ECOSYSTEM AT HAAS

*"Have a bias towards action."*

—HANSOO LEE, MBA 10 (1978–2013)

Hansoo Lee, who died in March after battling nonsmokers' lung cancer, was passionate about helping Haas entrepreneurs ever since cofounding the online test-prep site Magoosh as a student. The annual award in his memory provides a much-needed resource. "The fellowship allowed us to put our energy toward something we knew he'd be proud of," says Magoosh cofounder Bhavin Parikh, MBA 10, who created the award with cofounder Pejman Pour-Moezzi, MBA 10, and Lee's fiancée, Wendy Lim, BS 99.

## DEAN'S SPEAKER SERIES OFFERS VALUABLE BUSINESS PERSPECTIVES

Business luminaries continue to enlighten the Haas community each year, thanks in part to the Mary Josephine Hicks Distinguished Speaker Series Fund. Recent visitors include Salman Khan, founder of Khan Academy; Paul Otellini, MBA 74, CEO of Intel; and Randall Stephenson, CEO of AT&T.



## REALIZE OUR INTELLECTUAL FUTURE

Haas is addressing big challenges and opportunities by fostering an environment in which inspired collaborations take root and flourish.

# NEXT GENERATION OF ENERGY INNOVATORS THRIVE

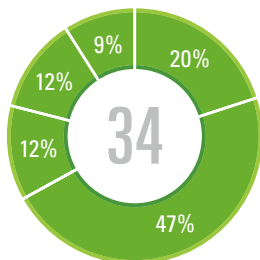
100+ Cleantech to Market (C2M) alumni have landed advanced energy and technology jobs. Early-stage and/or alumni-led C2M startups have created 60+ jobs.

Begun at the Lawrence Berkeley National Lab in 2008 in conjunction with the student-run Berkeley Energy Resources Collaborative, C2M became a Haas program in 2009 and has had a significant impact on the commercialization of cutting-edge cleantech ever since. Projects address solar energy, green building, grid management, biofuels, and more.

In C2M, Berkeley scientists join with grad students from Haas and 20 other graduate

programs across UC Berkeley, including engineering, science, law, policy, and the Energy and Resources Group to identify commercial pathways for cleantech research, with an eye toward licensing technologies, refining research, or forming startup companies. Leading professionals, including investors and senior industry executives, mentor the teams, who present their findings and recommendations at C2M's annual public symposium.

### C2M PROGRESS REPORT: 2010–2012. TOTAL PROJECTS: 34



**20% INCORPORATED** (6 startups & 1 nonprofit) raising \$15M in investments, grants, awards, and revenue.

**47% CONTINUING R&D** with the support of \$25M in additional funding (largely grants).

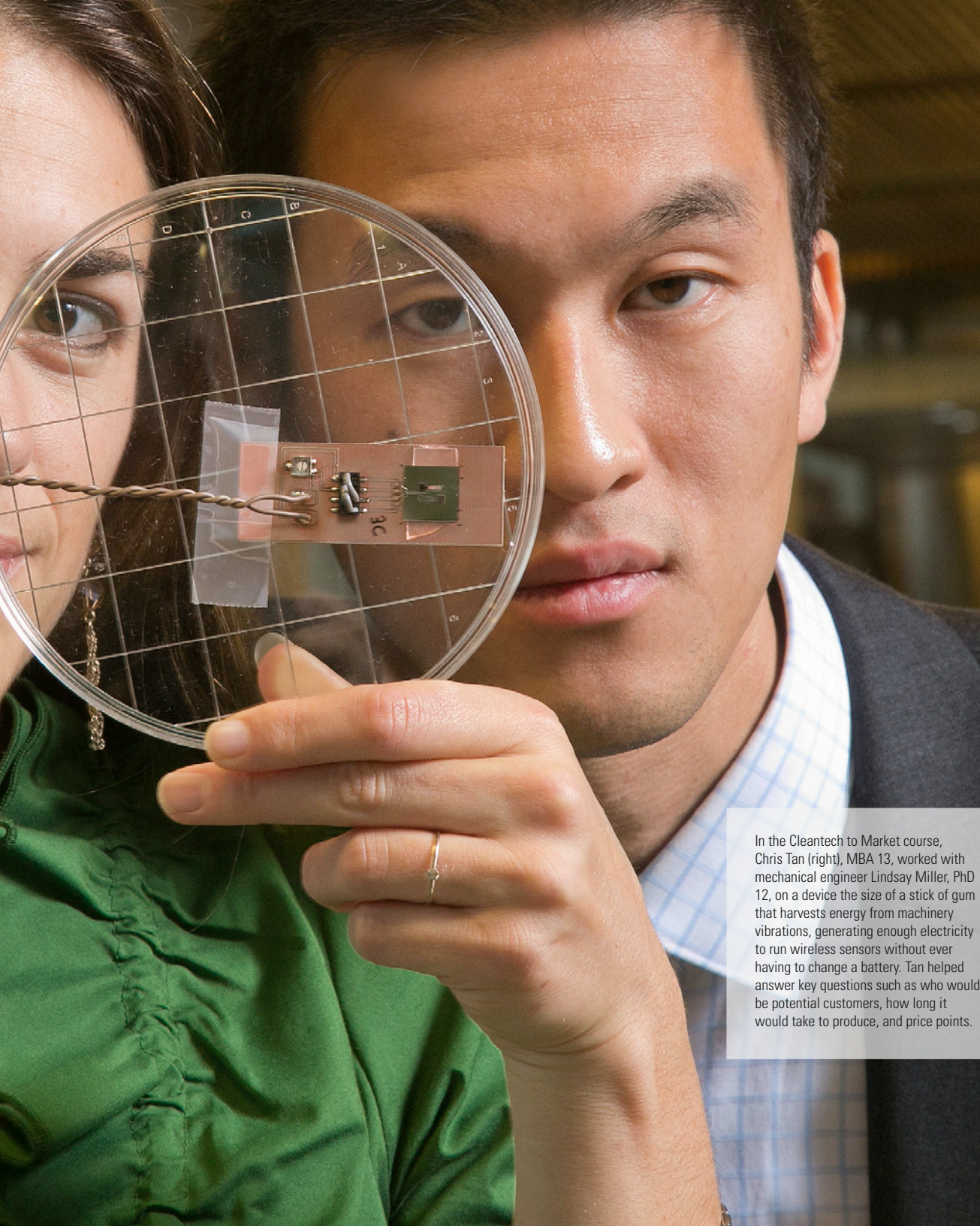
**9% PART OF US DOE RESEARCH HUBS** on biofuels and artificial photosynthesis, supported by \$250M in funding.

**12% REDIRECTED RESEARCH** to increase commercial viability.

**12% PURSUING LICENSING** with existing companies.







In the Cleantech to Market course, Chris Tan (right), MBA 13, worked with mechanical engineer Lindsay Miller, PhD 12, on a device the size of a stick of gum that harvests energy from machinery vibrations, generating enough electricity to run wireless sensors without ever having to change a battery. Tan helped answer key questions such as who would be potential customers, how long it would take to produce, and price points.



### INVESTING IN THE FUTURE: STUART BERNSTEIN, BS 86

As global head of clean technology and renewables and the venture capital coverage groups for Goldman Sachs, Stuart Bernstein understands the importance of clean energy. He and his wife, Marcella, have generously contributed to C2M via the Berkeley Energy and Climate Institute, a campus-wide hub coordinating all UC Berkeley energy and climate efforts. "Quite simply, it's a way to invest in the future," he says. "We have a growing population, rising energy consumption in developing countries, finite fossil fuels—none of that will change." And he sees C2M as the best place for emerging cleantech solutions. "It's a winning combination of people, ideas, projects, and ultimately companies."

### UC BERKELEY AND MIT LAUNCH ENERGY-EFFICIENCY RESEARCH PROJECT

The interdisciplinary E2e Project aims to find the best ways to transition from using a large amount of energy ("E") to a small amount ("e") by uniting MIT and Berkeley experts—from engineers to economists. E2e will conduct rigorous research, communicate results, and give decision-makers real-world analysis to make smart choices.



## TRANSFORM OUR HAAS CAMPUS

Bold, inspired ideas require space in which to evolve, and the ongoing Haas campus transformation—funded entirely by donations from alumni and friends—creates just such environments.

# O'DONNELL COURTYARD CULTIVATES COMMUNITY

A larger, more inviting, and flexible outdoor space allows all members of Haas to socialize and share ideas—catalyzing connections that lead to redefining how we do business.

In the spring, the Haas community celebrated the opening of the revamped courtyard, named after Bob O'Donnell in recognition of the generous contribution he and his wife, Sue, made to the project. The renovation replaced intrusive elevated planters with smartly landscaped stretches of uninterrupted space shaded by 12 new maple trees. New stone pavers engraved with the Defining Principles (seen on the cover) lend a subtle reminder of the culture that unites the school. The tables, already a popular gathering spot for lunches and group meetings, can be configured to accommodate a variety of functions, including career fairs, alumni events, and MBA orientation, shown here.







### KEEN ON COLLABORATION:

**ROBERT G. O'DONNELL, BS 65, MBA 66**

Just like the Haas courtyard bearing his name, Bob O'Donnell excels at inspiring community. The retired senior VP and director of Capital Research and Management Company improved the partnership between trustees and campus deans when he served as vice chair then chair of the UC Berkeley Foundation Board of Trustees from 2003 to 2007. A longtime Cal benefactor, he has been a pro bono lecturer for some 10 years at Haas, sharing his insights from a successful investment management career. In 2011, Haas named him its Business Leader of the Year.

### CONTROLLING THE CLIMATE FOR SUCCESS

In October 2012, students and faculty welcomed the addition of air conditioning to Cheit Hall classrooms, allowing them the comfort to focus on learning and teaching during the year's hottest days. The upgraded HVAC system, which is quieter than before and now meets new campus standards, is already creating measurable energy savings.



# HAAS SCHOOL BOARD

**RICHARD C. BLUM, BS 58, MBA 59**  
CHAIR  
Chairman  
Blum Capital Partners

**SANDY ALDERSON**  
General Manager  
New York Mets

**MARGO N. ALEXANDER, BS 68**  
Retired Chairman & CEO  
UBS Global Asset Management

**RALPH M. BAHNA, MBA 65**  
Chairman, Priceline.com  
Chairman & Founder, Club Quarters

**STUART N. BERNSTEIN, BS 86**  
Global Head, Clean Technology  
and Renewables & Venture Capital  
Coverage Groups  
Goldman, Sachs & Co.

**W.E. "BILL" BROWN, BS 66**  
Chairman  
Central Garden & Pet Company

**TONY Y. CHAN, BS 74**  
Owner & General Partner  
Worldco Co. LLC

**WILLIAM F. CRONK, BS 65**  
Retired President  
Dreyer's Grand Ice Cream

**BARBARA J. DESOER, MBA 77**  
COO  
Citibank N.A.

**MICHAEL R. GALLAGHER, BS 67, MBA 68**  
Retired CEO  
Playtex Products Inc.

**DOUGLAS E. GOLDMAN, MD, BA 74**  
Chairman & Founder  
Certain Software Inc.

**WILLIAM A. HASLER**  
Dean Emeritus  
Haas School of Business

**STEPHEN B. HERRICK, BS 60**  
President  
Continental Capital Corporation

**RICK HOLMSTROM, MBA 88**  
Co-Founder & Partner  
Menlo Equities LLC

**LIONG SEEN KWEE, BS 74**  
Executive Director  
Pontiac Land Private Limited

**CAROL M. MEYER, BS 69, MBA 71**  
Chairman  
Greenbriar Homes Communities

**SHANTANU NARAYEN, MBA 93**  
President & CEO  
Adobe Systems Inc.

**STEPHEN NEWBERRY**  
President & CEO  
Lam Research

**MASASHI OKA**  
President & CEO  
Union Bank

**JOHN RICCIHELLO, BS 81**  
Prior CEO  
Electronic Arts

**JACK RUSSI, BS 82**  
Vice Chairman & Regional Managing  
Partner  
Deloitte & Touche LLP

**ARUN SARIN, MBA 78, MS 78**  
Former CEO  
Vodafone Group

**SABRINA SIMMONS, BS 85**  
Executive Vice President &  
CFO  
Gap Inc.

**BARCLAY SIMPSON, BS 66**  
Chairman of the Board  
Simpson Manufacturing Co.

**MARC SINGER, BS 86**  
Director  
McKinsey and Company

**WARREN E. "NED" SPIEKER JR., BS 66**  
Managing Partner  
Spieker Realty Investments

**THOMAS W. TUSHER, BA 63**  
Retired President & COO  
Levi Strauss & Co.

**JERRY WEINTRAUB, BS 80, MBA 88**  
Founder, General Partner  
Weintraub Capital Management

**HSIOH KWANG WU**  
Executive Chairman & CEO  
Straco Corporation Ltd.

## EX-OFFICIO MEMBERS

**SANGEETA CHAKRABORTY, MBA 06**  
HAAS ALUMNI COUNCIL CHAIR  
Vice President  
Digital Fuel Technologies

**RICH LYONS, BS 82**  
Dean  
Haas School of Business

**MARTIN MCMAHON, MBA 01**  
HAAS DEVELOPMENT COUNCIL CHAIR  
Co-Founder & Managing Director  
FlemingMartin LLC

## EMERITUS MEMBERS

**LEO HELZEL, MBA 68, LL.M. 92**  
Attorney at Law & Adjunct Professor  
Haas School of Business

**EARL F. CHEIT**  
Dean Emeritus  
Haas School of Business

# DEAN'S ADVISORY CIRCLE

**DEBBIE BALDINI, MBA 99**  
Chief Creative Officer  
Bambeco

**KARIN H. BAUER, MBA 94**  
VP, Ecosystems  
Ignite Video

**KEVIN BROWN, BA 90, MBA 96**  
Board Member  
Coraid Inc.

**TIMOTHY CAMPOS, BS 95  
(ENGINEERING), MBA 10**  
CIO  
Facebook Inc.

**RICHARD CHEN, BS 92, MBA 99**  
Trustee, UC Berkeley Foundation  
Board Director, Hatenat Inc.

**KEVAL DESAI, MBA 99**  
Partner  
InterWest Partners

**MARK DIPAOLO, BS 99**  
CEO & Co-Founder  
inMarket LLC

**NOAH DOYLE, BA 89, MBA 99**  
Managing Director  
Javelin Venture Partners

**MARK FRENCH, MBA 98**  
CFO  
Wing Inflatables Inc.

**MARTHA GERHAN, MBA 03**  
Consultant  
Catalyst Strategies

**ANN HSU, MS 91 (EECS), MBA 98**  
Entrepreneur & Independent  
Consultant

**TED JANUS, MBA 94**  
Principal  
J Capital Group

**JAS KHAIRA, BS 04**  
Head of Corporate Development  
Blackstone Group

**GABRIEL KRA, MBA 05**  
Managing Director & Chief  
Investment Officer  
Elan Management

**CHRISTOPHER LEE, MBA 95**  
Trustee & Chair, Investment Committee  
Oakland Museum of California  
Foundation

**CHRISTINA MA MCFARLAND, MBA 01**  
Managing Director  
Goldman Sachs, Hong Kong

**LARISSA K. ROESCH, MBA 97**  
Vice President  
Dodge & Cox

**GARY ROTH, MBA 04**  
COO & CFO  
United Capital Financial Partners

**MARCELO VASQUEZ, MBA 02**  
Principal  
Canvas Group, Chile

**JEFFREY WOODS, MBA 98**  
President  
Northville Natural Gas

# BOOSTING OUR REPUTATION ABROAD

Ann Hsu is a true ambassador for all things Berkeley-Haas.

As president of the Haas Alumni Network Shanghai Chapter, Ann Hsu, MS 91 (Engineering), MBA 98, works tirelessly to keep alumni in China connected to one another and to Haas. She welcomes new alumni to Shanghai, organizes events—including a unique annual family day called the Mega Playdate and numerous professional development opportunities—and rolls out the blue and gold carpet on many occasions for visiting Berkeley dignitaries such as the chancellor and school deans.

Additionally, she mentors aspiring Berkeley-Haas MBA applicants, enhancing the reputation of UC Berkeley and Haas in China. Hsu is the CEO of RivalWatch, which she co-founded in Silicon Valley in 1999. She moved back to China in 2006 to expand the company's business there, and Haas has benefitted from her decision ever since. In 2012, Hsu won the Raymond E. Miles Service Award, the highest honor Berkeley-Haas bestows upon an alumni leadership volunteer.

Berkeley-Haas is grateful to the many alumni who volunteer and promote Haas around the world. Visit [haas.berkeley.edu/annualreport](http://haas.berkeley.edu/annualreport) for a list of Berkeley-Haas volunteers.



ANN HSU, MS 91 (ENGINEERING), MBA 98

## CREDITS:

### WRITING

Amy Marcott  
Tracy Mills

### PHOTOGRAPHY

Noah Berger  
Jim Block  
Joe Larese  
David Schmitz

### EDITING

Ute Frey  
Tenny Frost  
Valerie Gilbert-Perens  
Laurent de Janvry  
Karen Latora  
Constance McCarney  
Michelle McClellan  
Evelyn Ortman

### PRINTING

Calitho

### DESIGN

The Invisible Spark

## ECO AUDIT & ENVIRONMENTAL SAVINGS:

To reduce the environmental impact of our annual report, the Haas School of Business has moved complete donor listings online. Please visit [haas.berkeley.edu/annualreport](http://haas.berkeley.edu/annualreport).

This has significantly reduced the page count of this year's printed report. The overall environmental savings are approximately equivalent to:

**1,169 LBS WOOD OR 3.6 TREES =**  
Oxygen for two people annually

**1.2 BTUS OF ENERGY =**  
Energy to power an average  
American household for over 57 days

**1,707 GALLONS OF WATER =**  
99 eight-minute showers

**354 LBS CO<sub>2</sub>, SO<sub>2</sub>, AND NO<sub>x</sub> =**  
Carbon consumed by four trees grown  
from seedlings for 10 years

**104 LBS OF SOLID WASTE =**  
Trash from 23 garbage cans

Cover: New stone pavers engraved with the Defining Principles in the revamped O'Donnell Courtyard lend a subtle reminder of the culture that unites the school. Photo: Jim Block.



University of California, Berkeley  
Haas School of Business  
2001 Addison Street, 1st Floor  
Berkeley, CA 94720-1990

View a complete list of donors to  
the Haas School of Business  
and lists based on class year at  
[haas.berkeley.edu/annualreport](https://haas.berkeley.edu/annualreport).

