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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,

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

- $3.4M
  - Realize our intellectual future
  - The Haas Fund

- $8.3M
  - Transform our Haas campus
  - The Haas Fund

- $4.0M
  - Redefine the business graduate

$26.8M

$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
Program support for our centers and institutes

$3.6M
New record in cash giving to the Haas Fund

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

### THE HAAS FUND

#### Donors to the Haas Fund last year

- **4631**

#### Haas True Blue donors who gave for 5 or more years

- **2855**

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

- **17%**

#### Donors who are alumni of the Haas School of Business

- **86%**

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

- **80%**

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

- **$237 THOUSAND**

#### ALUMNI RESOURCES

- **37%**

#### 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.

#### STUDENTS

- **29%**

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

#### FACULTY & DEGREE PROGRAMS

- **19%**

#### Attracting and retaining our world-class faculty and supporting research and instruction in our top-rated degree programs.

#### DEAN’S INITIATIVES

- **15%**

#### 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 COMMENORATE 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.
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.

<table>
<thead>
<tr>
<th>Participation Rate</th>
<th>Gifts Raised</th>
<th>Gifts Matched</th>
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<tr>
<td>71%</td>
<td>$100,000</td>
<td>2:1</td>
<td>42%</td>
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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.

AMBITIONOUS 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.”
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.

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.

ALUM’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.

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.
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.
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.
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.

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.
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Catalyst Strategies

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MARCELO VASQUEZ, MBA 02
Principal
Catalyst Group, Chile

JEFFREY WOODS, MBA 98
President
Northville Natural Gas

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Dean Emeritus
Haas School of Business
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 for a list of Berkeley-Haas volunteers.

CREDITS:

WRITING
Amy Marcott
Tracy Mills

PHOTOGRAPHY
Noah Berger
Jim Block
Joe LaReese
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.

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

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

- **354 LBS CO2, SO2, AND NOx**
  - 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.
View a complete list of donors to the Haas School of Business and lists based on class year at haas.berkeley.edu/annualreport.