



CONNIE & KEVIN
CHOU HALL

YOUR IMPACT OF GIVING TO HAAS

University of California, Berkeley
Haas School of Business

2016–2017
ANNUAL REPORT
OF PRIVATE GIVING

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A complete honor roll of donors from July 1, 2016, to June 30, 2017, is available online at haas.berkeley.edu/annualreport.



Dear Fellow Alumni and Supporters,

I'm honored to showcase our new building, Connie & Kevin Chou Hall, in this year's annual report. A decade in the making, this was a community effort from start to finish.

The building and your support say a lot about how we've strengthened our school together over the years. We've codified our culture into our four Defining Leadership Principles; added new programs, such as the Management, Entrepreneurship, & Technology program for undergrads (*see p. 14*); and built a stronger reputation, as seen in our programs even more consistently being ranked as among the best in the nation.

Our fundraising efforts continue to grow as well. Last year, the Haas Fund brought in a record \$4.28 million. We had our best year yet in the campus-sponsored Big Give, raising \$1.26 million in one day—almost double last year's amount. And our leadership-level participation has grown dramatically, thanks to a matching gift (*see p. 3*).

This building will shape Berkeley-Haas, and indeed the business world, for decades to come. We'll educate more students, stay on the forefront of digital learning, and create new interdisciplinary programs with Berkeley's other great colleges and schools.

We would not have this crucial new part of our campus were it not for you going beyond yourselves. Thank you for ensuring that Haas will evolve in exciting new ways.

Sincerely,

RICH LYONS, BS 82
DEAN, BERKELEY-HAAS

YOUR GIFTS TO BERKELEY-HAAS

Berkeley Leaders challenge convention, create opportunity, and reach for the stars. You provide the jet fuel.

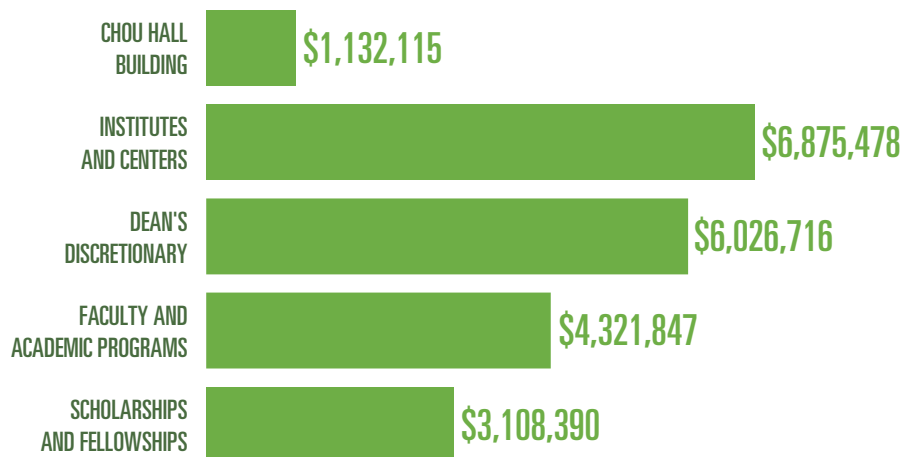
Not all business schools are created equal, and thanks to your support, the Haas School of Business continues to stand apart through the innovative, values-based leaders we graduate. Year after year, your support keeps our programs and students exceptional, our faculty leading-edge, and our school top-ranked.

This year, your gifts put the final touches on Chou Hall, which opened to students in the summer and is on track to be the country's greenest academic building. Your donations launched a new and highly selective dual-degree program in engineering and business. And your support catalyzed groundbreaking research in our institutes and centers and helped us recruit and retain top student and faculty talent.

| | | | |
|--------|----------------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------|
| #1 | Greenest building on campus (and soon in the nation), Chou Hall, now open for business | 2,500 | Applications for 40 spots in our new Management, Entrepreneurship, & Technology program |
| CA | The #1 state for Haas donations, followed by New York, Illinois, and Connecticut | #2 | Country for Haas donations was Singapore. Kazakhstan was #41 |
| TOP 10 | Ranking for all degree programs | 40 THOUSAND | Alumni worldwide |

GIFTS & PLEDGES TO THE HAAS SCHOOL OF BUSINESS

JULY 1, 2016 – JUNE 30, 2017



\$21.5M

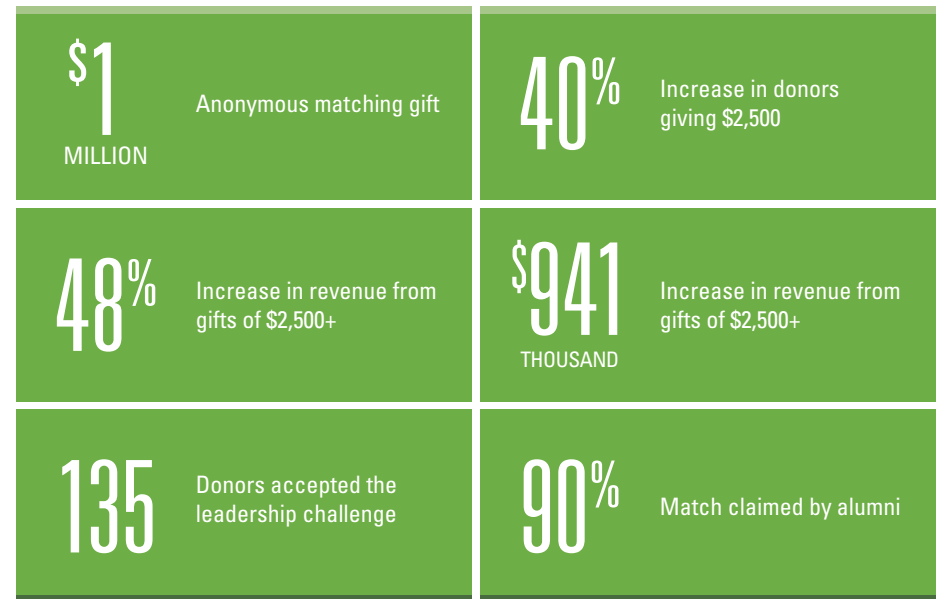
RAISED FOR BERKELEY-HAAS FROM
JULY 1, 2016 – JUNE 30, 2017

LEADERSHIP CHALLENGE

\$1 million matching gift challenge spurs leadership giving at Berkeley-Haas to new heights

A loyal Berkeley-Haas family set out to inspire Haas alumni and friends to step forward and increase their leadership support to the school. They established the Berkeley-Haas Leadership Challenge with a generous anonymous gift of \$1 million. The purpose: to match every leadership-level donation to the Haas Fund of \$2,500 to \$99,999, as long as the donor increased their commitment by 50 percent or more over last year. And it worked. In just one year, \$853,789 of the matching gift was claimed by 135 generous donors.

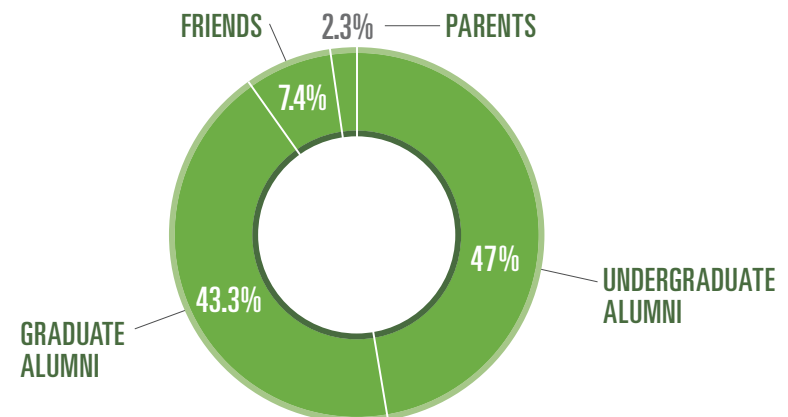
The remaining \$146,211 will be used to match future gifts of \$2,500 or more from new donors to the Haas Fund or donors who did not give to the Haas Fund last year. By accepting this challenge today, leadership donors can be a part of what makes Berkeley-Haas great tomorrow.



\$853,789

MATCHED BY THE LEADERSHIP CHALLENGE

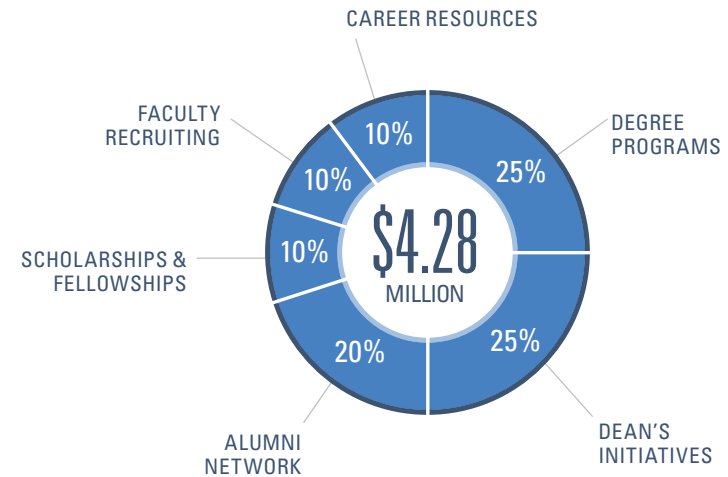
LEADERSHIP CHALLENGE BY DONOR ASSOCIATION



THE HAAS FUND

Together we reached new heights with 4,316 alumni, students, faculty, staff, and friends giving a record \$4.28 million to the Haas Fund. These gifts are the high-powered capital that allow our school to maintain its leading edge.

SUPPORT WITH AN IMMEDIATE IMPACT



25%

DEGREE PROGRAMS. Thanks to alumni support our school continues to be top-ranked, with three degree programs rated #1 and #3 nationwide and the other three solidly in the top ten. We're proud of our rankings, but we are even more proud of the quality and integrity of our graduates.

25%

DEAN'S INITIATIVES. Seven years ago, Dean Lyons launched our school's culture initiative. Today, our Defining Leadership Principles are one of the top reasons students choose Berkeley-Haas. Your gifts help Dean Lyons build on his transformative vision for the school with seed funding for new initiatives.

20%

ALUMNI NETWORK. Support for your Berkeley-Haas Alumni Network keeps your degree working hard for you. With networking events happening around the globe, job postings, on-demand video lectures, and an alumni directory to help find your next great business contact, you're always connected to Berkeley-Haas.

10%

SCHOLARSHIPS AND FELLOWSHIPS. Our school's greatest impact is in the leaders we send into the world to redefine business. Scholarships and fellowships allow us to win talent battles for the top students regardless of income—the entrepreneurs, founders, and change-makers of tomorrow.

10%

FACULTY RECRUITING. Berkeley-Haas faculty are among the world's leading thinkers. Every year we compete with other business schools to retain our most talented professors and attract new rising stars. Thanks to you, in the last five years we have lost only one retention battle and this year we hired a new professor, Guo Xu, who is gaining recognition.

10%

CAREER RESOURCES. Career services allow our amazing students and alumni to land the most coveted positions or find the resources to start their own companies. This not only increases our school's rankings, it also expands our growing network in leading organizations.

EVERY HAAS FUND DOLLAR CREATES VALUE

5,830

Gifts to the Haas Fund in FY17

233

Alumni Chapter events hosted around the globe

\$734

Average gift to the Haas Fund

93%

Alumni agree UC Berkeley has exceptional professors and academic programs

60%

Alumni who gave last year also gave this year

80%

Alumni agree UC Berkeley produces grads committed to making the world better



THE BIG GIVE

The Big Give keeps getting bigger as Haas doubled its fundraising for this one-day campaign

November 17, 2016 marked the third annual Big Give fundraising event, and this year was the biggest yet. During the Big Give, the entire Haas community came together and gave \$1.26 million, almost double the amount raised last year. Haas undergraduate students rallied their classmates with social media posts, live events, a cappella concerts in the courtyard, and a video sharing why they give back (bit.ly/big-give16). And they blew away their participation goal for the day by an amazing 248 percent—winning \$10,000 in prize money for Haas with the highest percentage of undergraduate students giving over goal.

| | | | |
|-----|------------------------------------------------|-------------------|--------------------------------------------------------|
| 598 | Gifts made to Haas during the 24 hours | \$11.7 MILLION | Raised for UC Berkeley during the Big Give |
| 38% | Increase in number of gifts from last Big Give | \$10 THOUSAND | Awarded in prize money to Haas for most student donors |
| 60 | Gifts to Haas per hour at the peak | 9,656 | Gifts made to Cal during the 24 hours |

\$1,255,345
RAISED FOR BERKELEY-HAAS DURING THE BIG GIVE

BUILDING A FOUNDATION FOR EXCELLENCE

The Haas School of Business launched an ambitious new campaign this year to transform the way leadership gifts impact the school

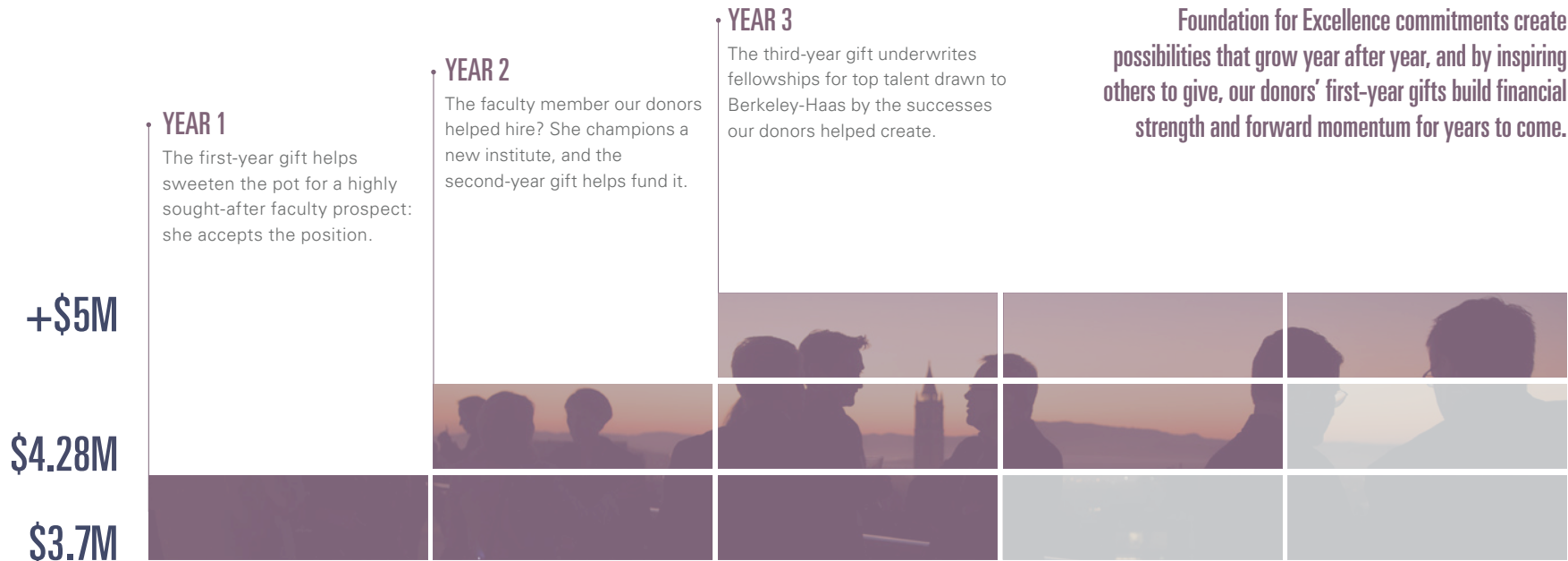
The Foundation for Excellence campaign celebrates donors who step up their giving and make a three-year commitment to the Haas Fund at the Haas Leadership Society level. By making an ongoing commitment, their support each year builds on the support of others, creating a foundation that will amplify our

school’s excellence, societal impact, and reputational strength. In the first year, the Foundation for Excellence campaign has already raised over \$1.5 million in new seed funding for the school.



OVERALL IMPACT

Each year’s gift is magnified by the last. Strengthening our finances. Elevating our reputation. And widening our impact on society.



FOUNDING MEMBERS OF THE FOUNDATION FOR EXCELLENCE

Laura and Victor Adint
Joseph and Ricki Akiwenzie
Harrison and Leslie Bains
Wayne and Jacqueline Bartholomew
Robert and Stacey Basso
Michael Bergin and Karen Glasscock-Bergin
Adam Berman and Alex Scotta
Jay and Savita Bharadwa
Allan and Sydne Bortel
Eduardo and Carla Canabarro
Ida Chan
Courtney and Jason Chandler
Howard and Angel Chen
Amy Cheng and Jeff Jones
Tracy Cheung
Irwin Chiu
Cameron Cleeton
Thomas and Evon Cooper
Alan and Margaret Cremers
Michael and Leslie Cunningham
Joel and Sandra Damiani
Kathleen Downing and Donald Keller
Jennifer and Thomas Eccles
Ross Ellis and Johanna Davis
John Fernandez
Han Feung and Juyoung Kim
Sara and Eric Filipek
Michael and Sally Fitzhugh
Chris and Valerie Fong
Ann Forst Townsager and Ian Townsager
Sara Frank
Jocelyn and Myles Friel
William Frymann and Sharon Lai
Ernest Furtado and Barbara Pelletreau

Purvi Gandhi and Aman Kapoor
Leigh Genser and Chris Mammen
Srinivas Hanabe
Honky Harjo

Kevin and Jeffie Kopczynski
Angelos Kottas and Phyra McCandless
J.D. and Shanna Kritser
William Kucirek and Mirjana Kelava



Cynthia Harris and Daniel Sze
Jeffery Holiday
Robert Hsia
Jonathan Hudacko
Samia Husain
Rene and Marie-France Kern
Nolen Kiyomi Ross and Lan Ross
Gregory and Sheri Kling

Mimi Leinbach
Emily Leisy
Scot Leisy
Nanxi Liu
Janet Long
Martin Lyons
Rich and Jen Lyons
Aaron and Christine Mahimainathan

Heidemarie Maierhofer
Donald and Barbara Mattson
Robert McClain and Beth Soto
Martin and Jennifer McMahon
Mikel Merodio Roza
Tracy Mills and Elizabeth Desmond
Olga Milosavljevic
Laurel and Steven Miranda
Thomas Parker and Michelle Griffin
Sanjay and Claudia Pothén
Arun Ramamoorthy
Zoe and Daniel Scheinman
Leslie and Steven Schibsted
David and Anna Sherman
Mikhail Shneyder and James Kirk
Sandeep and Benu Shroff
Raymond Sidney
Michael Smith and Nancy Lusk
Gregory and Leslie Solomon
Scott Soong
Elizabeth Sordi
Charlene and David Su
Frank Suen
Eric Sullivan and Teri Steele
Marilou and Cass Swallow
Victor and Jolanta Szczerba
Jennifer and Matthew Von der Ahe
Richard and Shirley Weber
Paal Wibe
John and Elizabeth Williams
Peter and Ellen Wilson
Greg and Sandra Wolfson
Julia and Winston Wyckoff
Zhe Xu and Chunhua Xi

Join the Foundation for Excellence campaign at haas.berkeley.edu/excellence

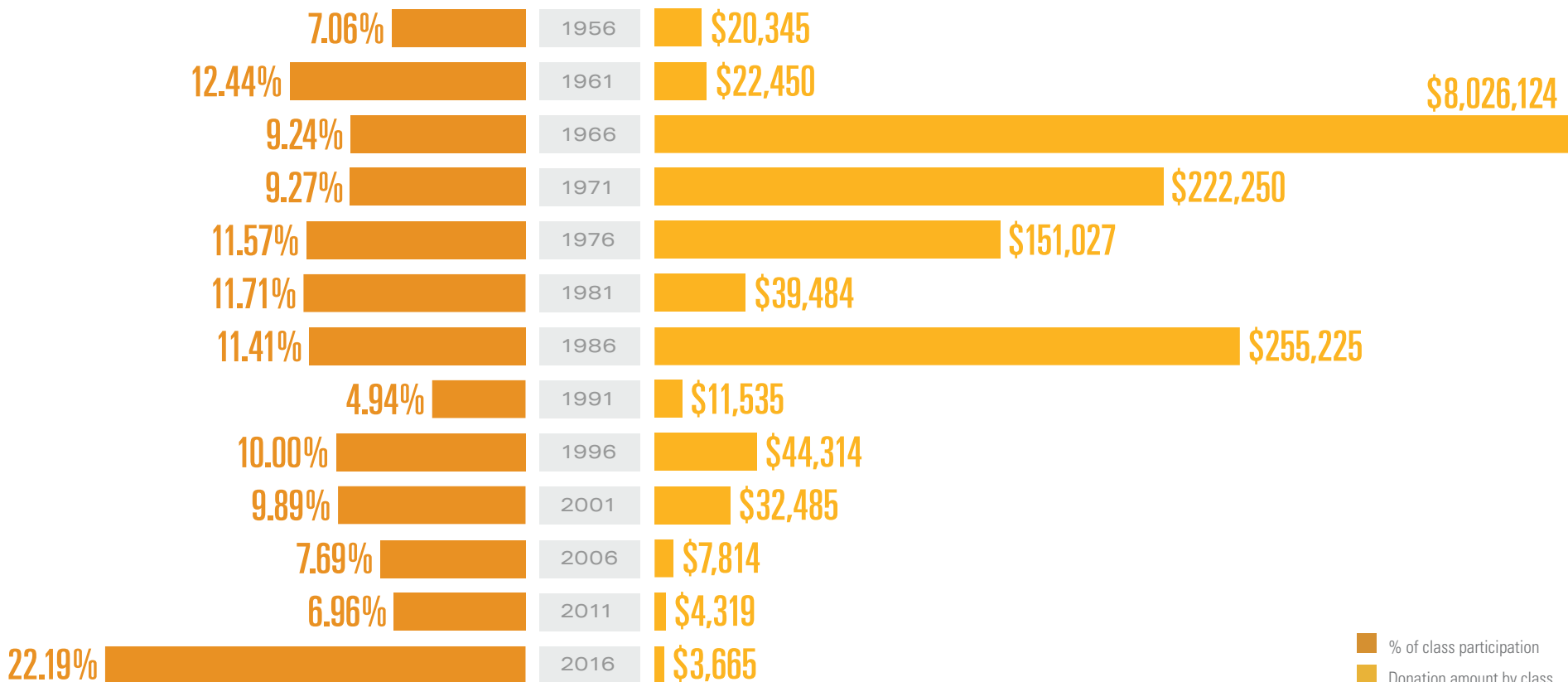
REUNION CAMPAIGNS

Undergraduate alumni come home to Berkeley-Haas

Cal is home to the oldest college football rivalry in the West and school pride and tradition run deep. It comes as no surprise that thousands of undergraduate alumni return to Berkeley each year to celebrate Homecoming, cheer on the Golden Bears, and stroll down memory lane.

Alumni spent Homecoming weekend catching up with old friends, listening to lectures from Haas faculty, and taking in the

sights and sounds of Berkeley. Surrounded by nostalgia, a new tradition has formed in recent years—alumni join together to honor their memories with a special reunion gift. This year, 401 undergraduate alumni from the reunion classes of 1956 to 2016 gave \$8,841,037 to Berkeley-Haas in celebration of their reunion.

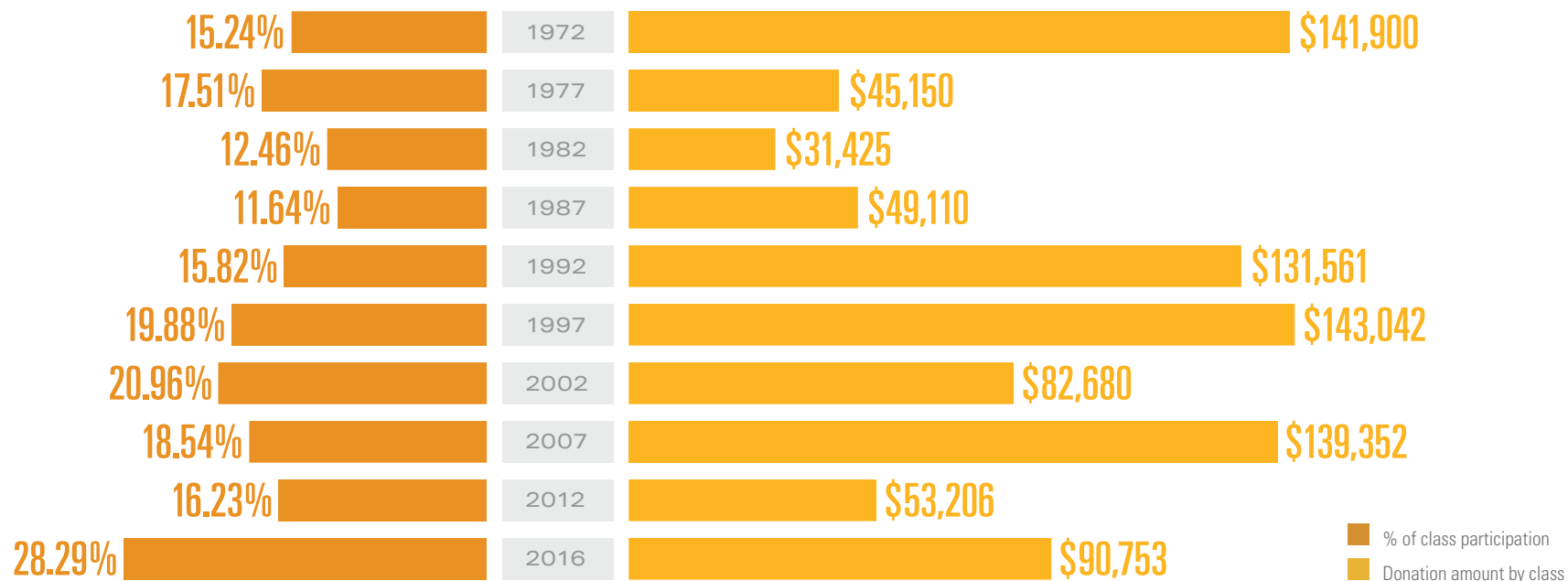


Undergraduate reunion campaigns run from January 1, 2016 – December 31, 2016

MBA alumni reunite in Memorial Stadium

This spring, the Haas School of Business welcomed back nearly one thousand alumni at Berkeley-Haas Reunion Weekend for three days of lectures and social events. The signature reunion celebration was held in Memorial Stadium where alumni mixed and mingled with panoramic views of the Bay Area as the backdrop.

The tradition of reunion giving is not lost among the MBA classes, and 670 MBA alumni from the classes of 1972 to 2016 donated \$908,179 to Berkeley-Haas. Special thanks to the many class volunteers who rallied their classmates to donate back to the school during the reunion.



INSPIRING GENERATIONS TO COME

Kevin Chou, BS 02, and his wife, Dr. Connie Chen, donate up to \$25 million to Berkeley-Haas to support students and encourage young philanthropists

Kevin Chou, BS 02, and Dr. Connie Chen are passionate about educational access. Chou, 36, the co-founder of mobile gaming company Kabam, and Chen, a physician and co-founder of the digital health startup Vida Health, donated up to \$25 million to Berkeley-Haas to help provide a world-class education to all students. In honor of their transformative gift—the largest personal donation by an alum under age 40 in UC Berkeley history—Haas named its new state-of-the-art academic building Connie & Kevin Chou Hall.

“We believe Berkeley’s diverse student body is one of its greatest assets and that this new building will bring together students of all backgrounds.”

KEVIN CHOU, BS 02

“We believe Berkeley’s diverse student body is one of its greatest assets and that this new building will bring together students of all backgrounds,” says Chou, who credits his experiences at Haas for his journey from small-time gamer to big-time entrepreneur. Earlier in the year, San Francisco-based Kabam sold the majority of its assets to South Korea’s Netmarble Games Corp. in a deal the *Wall Street Journal* says was estimated at \$800 million. “We also hope our story will help inspire all students—particularly minorities, women, and those from under-resourced backgrounds—that anything is possible.”

Connie & Kevin Chou Hall, which held its first classes in July, is devoted entirely to student learning and interaction. Located on the northern edge of the Haas campus, it creates a quad around the Robert G. O’Donnell Courtyard and allows classroom and digital learning to work together to foster community.

“Physical space absolutely does shape your educational experience,” says Chen. “One of the things we’re excited about with this building is that it’s designed for collaboration. We think students will naturally congregate there and coalesce into groups that will foster lifelong connections that people will leverage down the line, whether they’re starting a company or a social movement.”



The couple also hopes to encourage philanthropy from entrepreneurs early in their careers. “It’s not just money that can help students in the next generation—it’s also time, energy, and experience,” says Chou. “I get to spend time with students and with Haas professors and other administrators, collaborating and helping them think about the new student space and the program going forward.”



BerkeleyHaas

Haas School of Business

Earlier in his career, Kabam Co-Founder Kevin Chou, BS 02, signed the University's Founders' Pledge, which is a commitment by alumni entrepreneurs to give back at some future point in recognition of a transformative educational experience.

"For me, the Founder's Pledge speaks to the principle of going Beyond Yourself in terms of how to think about my community, the world I live in, and the ability to give back to it when I can," says Chou.

CATALYST FOR TRANSFORMATION

Founding donors pave the way for Berkeley-Haas' new building to be completely privately funded

Ned Spieker, BS 66, is a man of vision. The managing partner of the private real estate firm Spieker Partners, he has spent decades imagining the potential of places. Fortunately for Berkeley-Haas, one of those was our new building. Originally slated to be a small, L-shaped addition off of one of the existing buildings, Spieker convinced the Haas administration to dream bigger in order to accommodate a nearly doubled student enrollment. He suggested maximizing the footprint of the limited space on the north end of the Haas campus with a full building complete with basement levels.

Spieker became the catalyzing force behind this new building. Not only did he and his wife, Carol, BA 66 (political science), a UC Berkeley

Foundation trustee and longtime university volunteer, give \$10 million toward its completion, but Spieker's reputation and credibility as a real estate developer gave other donors confidence in the project and led to it being fully community funded.

Spieker has championed Haas' new building at every turn, and his expertise helped bring the vision for a transformed Haas campus to life. To enable greater efficiency and cost savings, Spieker utilized a 501(c)(3) model to manage the design and construction of the building in tandem—a rarity for university projects. The private nonprofit fund, Partnership for Haas Preeminence, was chaired by Spieker and will donate the building to the university in the near future.

Ned Spieker, BS 66, led the efforts to bring Haas' new building to fruition, from finding ways to cut costs and construction time to funding the building and encouraging others in the Haas community to do so as well.

COMMUNITY

A COLLECTIVE ENDEAVOR

Alumni and friends of Berkeley-Haas played an essential role in seeing Connie & Kevin Chou Hall come to fruition, with four founding donors (one of whom prefers to be anonymous) joining Ned Spieker, BS 66, to provide more than half the \$60 million cost of the building



LISA AND DOUGLAS GOLDMAN FUND

Douglas E. Goldman, MD, BA 74, is chairman and founder of Certain, Inc. and a philanthropist. Five generations of his family have attended UC Berkeley including his grandfather, in whose memory the Walter A. Haas School of Business is named. The new building's Lisa and Douglas Goldman Atrium will be viewable from the first and second floors.

"My family feels a special connection to the school and its success. Lisa and I are fortunate to be able to give back to our community and feel it is both a responsibility and a great privilege to assist in improving and maintaining the school's superb, qualitative edge."

DOUGLAS E. GOLDMAN, MD, BA 74



SUE AND ROBERT G. O'DONNELL, BS 65, MBA 66

Bob O'Donnell is a retired senior VP and director of Capital Research and Management Company. The couple's gift revamped Haas' outside meeting areas, providing a larger, more inviting, and flexible space that has since been named the Robert G. O'Donnell Courtyard. The new building forms a quad around this space.

"The new building offers the opportunity to increase the scale of Berkeley-Haas. Until now, physical space has limited the number of students it can serve. With the increased opportunity for new ways of making education both more compelling and more interactive, the building will greatly enhance student and faculty experience."

BOB O'DONNELL, BS 65, MBA 66



SHARON AND BARCLAY SIMPSON, BS 43

Barc Simpson, who passed away in 2014 at the age of 93, was the founder and chairman of Simpson Manufacturing Co. He and Sharon have left an indelible legacy across the campus: the Simpson Center for Student-Athlete High Performance, the Berkeley Art Museum and Pacific Film Archive, undergraduate scholarships to Berkeley-Haas, and more, in addition to the Simpson Family Executive Education Suite on the fourth floor of the new building.

"I think supporting Cal is doing a great deal for society."

BARCLAY SIMPSON, BS 43, IN A 2014 VIDEO FOR THE CAMPAIGN FOR BERKELEY

SHAPING THE FUTURE

New Haas and Engineering undergrad program offers a fast-track for budding tech leaders

Growing up in Silicon Valley, Arvind Sridhar says he always had the feeling that he could change the world. In high school he pursued research in biomedical engineering and worked on tissue regeneration projects for organ replacement, using high-level computer code and programs to analyze his tissue data. Additionally, he founded a nonprofit organization that promotes geographic literacy in schools. “I really enjoyed the experience of leading an organization from its inception and making the tough decisions,” says Sridhar, who graduated from Bellarmine College Preparatory in San Jose.

Sridhar feared he’d have to choose between tech and business/entrepreneurship when applying to college, but his timing was right: he’ll study both fields as one of 40 students in the new Management, Entrepreneurship, & Technology (M.E.T.) program at UC Berkeley. The program, a collaboration between Berkeley-Haas and the College of Engineering, will grant two degrees—in business and in engineering—in four years, with the goal of providing deep leadership and technology skills.

“M.E.T. will lay the groundwork for the next generation of entrepreneurs, CEOs, and Silicon Valley leaders,” says Marjorie DeGraca, BS 87, M.E.T.’s executive director.

Alumni donations catalyzed the program (see sidebar, right), which combines business courses with one of three engineering tracks: electrical engineering & computer sciences, industrial engineering & operations research, or mechanical engineering.

“The long-term purpose of this degree is to develop leaders with an integrated mindset and to give them the tools to address our society’s biggest challenges,” says Haas Dean Rich Lyons. “The M.E.T. program will greatly expand students’ capacity to shape a future that we can’t even conceive of today.”





Arvind Sridhar is one of 40 students in the M.E.T. program's inaugural class. Some 2,500 students applied—an acceptance rate of less than 3 percent. The class is 30 percent women, with students enrolling from 12 states and four other countries.



BEHAVIORAL ECONOMICS POWERHOUSE

The Initiative for Behavioral Economics & Finance ensures that Berkeley continues to trailblaze research in behavioral economics. Started thanks to the Dean's Discretionary Fund, the Initiative also attracts top students and stellar faculty, which currently includes Fischer Black Prize winner Ulrike Malmendier. In May, faculty, alumni, and leading economists met at Berkeley-Haas to pay tribute to the university's role in advancing the field. Above: Initiative Co-Founders and Berkeley-Haas Professors Ulrike Malmendier and Stefano DellaVigna flank Nobel Laureates and one-time Berkeley professors Daniel Kahneman and George Akerlof.

M.E.T.'S INFLUENTIAL CHAMPION

The new Management, Entrepreneurship, & Technology (M.E.T.) program is entirely donor funded, with more than \$15 million raised from Haas and Engineering alumni and members of the tech community. M.E.T. Founding Board Chair Michael Grimes, BS 87 (EECS), managing director and head of global technology investment banking at Morgan Stanley, led the charge. The experience has been a profound one for him. "I won't ever do anything more significant and lasting than this," Grimes wrote in an email to Haas Dean Rich Lyons.

OPENING A DOOR TO OPPORTUNITY

Scott Galloway, MBA 92, extends a hand to help students from immigrant families

Scott Galloway's outlook on life, with "Question the Status Quo" as his beacon, is surprisingly humble given his star status. Galloway, founder of brand-performance firm L2, is almost single-handedly changing the way brands market in the digital age, much the same way he helped companies recognize brands as assets in the 1990s with his company Prophet Brand Strategy (co-founded with classmate Ian Chaplin, MBA 92) and later helped pioneer the rise of e-commerce when he co-founded Red Envelope, an online specialty gift retailer, in 1997.

Earlier this year, L2 was sold to technology research firm Gartner, which allowed Galloway to make good on the Founders' Pledge he signed for the university, agreeing to give back to Berkeley when he attained success (see sidebar at right).

Galloway, the child of a single immigrant mother, credits many of his accomplishments to an affordable education—first as a UCLA undergraduate and then at Haas—and to the doors that Berkeley opened for him. "I was not an exceptional kid," he says. "Cal made what probably seemed, at the time, like an irrational bet on me. It changed my life."

Now, Galloway is paying his good fortune forward with a remarkable \$4.4 million gift—the second-largest ever from an MBA-only alum. His philanthropy will create the Galloway Fellows Fund—scholarships and fellowships assisting generations of high-achieving undergraduate and graduate business students at Berkeley-Haas who also come from immigrant families. Fellows will meet with Galloway and each other, to form a collective cohort of students with a shared experience.



"This is a tip of the hat to the generosity and vision of California taxpayers and the UC Regents, respectively," Galloway says. "I also hope this sends a signal to current and future immigrants that most Americans remember where we came from and welcome them to the land of opportunity."



NEW CENTER PROMOTES WOMEN'S INITIATIVES

Women continue to face pay inequity, lack of maternity and family leave, unconscious bias, and a dearth of senior leadership positions. The new donor-funded Center for Gender, Equity & Leadership prepares students to advance and improve gender equity and inclusion in the business world. Serving as the hub for several gender and equity efforts already underway at Haas, the Center will also support and disseminate research, teach relevant courses, and host leadership symposia and other events. Shown: Margo Alexander, BS 68, receiving her Cora Jane Flood Award from Haas Prof. Laura Tyson.

FOUNDERS' PLEDGE KEEPS ENTREPRENEURS CONNECTED

The Berkeley Founders' Pledge supports alumni entrepreneurs while making philanthropy a part of the equation. Company founders, equity holders, and investors are invited to make a pledge to give back to the school if and when they have a liquidity event. They also gain access to the Founders' Pledge Network, a team of staff that connects them to the broad spectrum of Berkeley entrepreneurship resources. Scott Galloway, MBA 92 (left), and Kevin Chou, BS 02 (p. 10), are just two of some 266 alumni signers.

MAINTAINING PRESTIGE

David Aaker, the father of modern branding, funds marketing fellowship to target top students

Caroline Schräer, MBA 19, wants to shape the future of the music industry. The German national started college and a three-year trainee program at Warner Music Germany in 2009 and, since that time, has proven herself to be a rising talent in brand management. After graduating from college, it took only eight months before she was overseeing the digital marketing in the German market for priority international artists, such as Bruno Mars, Michael Bublé, and Ed Sheeran. Two years later she was promoted to brand manager, in charge of strategy for domestic artist brands, including global electronic dance music star Robin Schulz.

"I have seen how fast technology can alter business models and what it means to brands," Schräer says. "I have learned that the key to building a successful brand lies in the degree of authenticity."

She's brought her passion and ambition to Berkeley-Haas as a new MBA student, in part thanks to the David Aaker Marketing Fellowship. Schräer is the first recipient of the award, generously funded by Professor Emeritus David Aaker.

Widely considered the father of modern branding, Aaker started the fellowship to draw top MBA students interested specifically in branding, like Schräer, to Haas. "Berkeley-Haas' marketing program is one of the best academic marketing departments in the country now," says Aaker. "I'm proud of that."

He also wanted to celebrate his own experience, which led to him being inducted into the Marketing Hall of Fame in 2015. "The dean's office and faculty and students have been very supportive of me," Aaker says. "I thought it was time to give something back."





Professor Emeritus David Aaker meets with members of the marketing club after his annual Dean's Speaker Series talk. Aaker will also meet with recipients of his fellowship.



CELEBRATING GERSON P. BAKAR, BS 48

Gerson Bakar, a visionary real estate leader and philanthropist, passed away June 5 at age 89. Bakar and his wife, Barbara, greatly enhanced Berkeley through their contributions and engagement. In 2005, they made the largest philanthropic investment in Berkeley-Haas' history, endowing five new faculty positions. In honor of this gift, Haas named its faculty wing the Barbara and Gerson Bakar Faculty Building and established the Barbara and Gerson Bakar Faculty Fellows.

THE FLOW OF ALTRUISM

Allan Spivack, MBA 79, the CEO of design firm RGI Home, aims to make a difference in both his business dealings and at Haas. He sources products from developing countries and supports local communities with health care, education, and child development. At Haas, he created the Spivack Social Impact Fellowship for graduate students and gives to the new Investment for Impact Research Prize. He also donated to Connie & Kevin Chou Hall and has pledged support to fund the Institute's new Center for Gender, Equity & Leadership.

HAAS LEADERSHIP SOCIETY

Thank you for investing in the success of our students. You make Berkeley-Haas one of the leading business schools in the world.

The Haas School of Business recognizes donors at the following Haas Leadership Society levels:

| | |
|---------------------|---------------------------|
| \$100,000+ | DEAN'S VISIONARIES CIRCLE |
| \$50,000 – \$99,999 | DEAN'S STRATEGISTS CIRCLE |
| \$25,000 – \$49,999 | DEAN'S ADVISORS CIRCLE |
| \$10,000 – \$24,999 | DEAN'S INNOVATORS CIRCLE |
| \$5,000 – \$9,999 | HAAS PARTNERS CLUB |
| \$2,500 – \$4,999 | HAAS DIRECTORS CLUB |
| \$1,500 – \$2,499 | HAAS ASSOCIATES CLUB* |

The following honor roll places individuals in Haas Leadership Society levels based on gifts, pledge payments, and matching gifts or pledges received from July 1, 2016, to June 30, 2017. Donors may be recognized posthumously.

For a complete honor roll of donors to the Haas School of Business, including lists based on class year, visit haas.berkeley.edu/annualreport.



*Students and young alumni qualify for the Haas Associates Club at special levels.



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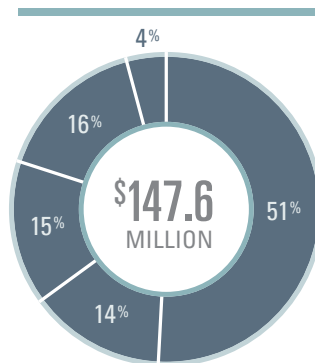
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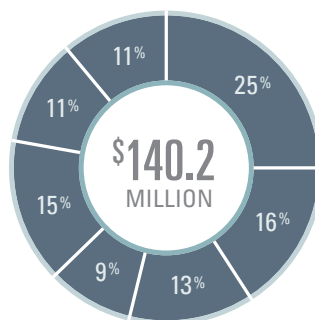
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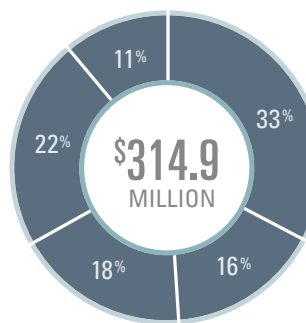
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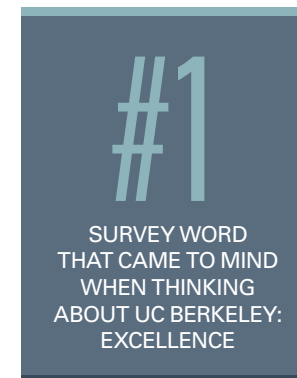
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MBA 79 & Edward B. McAlpine
Ida C. Chan, BS 94
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MBA 05
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MBA 94 & Eric Colson
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 Lisel M. & James B. Greenfield, MBA 93
 Susan M. Greinetz, BA 84 & Alan P. Greinetz, BS 81
 Philip Guindi, MBA 02
 Eilean Y. Guo, BS 05
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 Adrienne L. Hogg, BS 86, MBA 94 & Warren D. Hogg, BS 87, MBA 91
 Christy S. Hooper, BA 72 & Thomas E. Hooper, BS 72, MBA 75

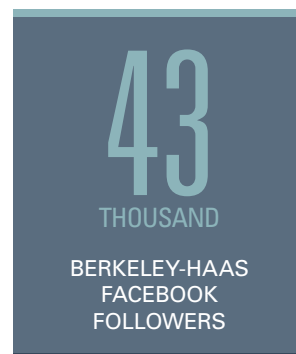
Vivienne H. Hsu, BA 91, MBA 01 & Kenneth C. Tsai, BA 95
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 Geoffrey Huang, MBA 12
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 Cristy E. Johnston, BA 02, MBA 16
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GIVING BAY AREA KIDS A BOOST

Tony Brekke, MBA 03, helps first-generation youths attend college

Tony Brekke, MBA 03, has long championed the Young Entrepreneurs at Haas (YEAH) program, helping hundreds of Bay Area students from under-resourced communities be the first in their families to go to college. He credits his experience as a YEAH mentor during his days as an MBA student as having a profound influence on his life.

In 2007, Brekke joined YEAH's executive board—serving as its president since 2011—and has supported the program in many ways: mentoring students, judging case competitions, speaking at YEAH graduations and special events, and more. In 2016, YEAH was renamed Boost to celebrate its evolving slate of offerings, including a summer internship and alumni programs.

To ensure Boost's continued success, Brekke, vice president at investment management company Dodge & Cox, led a path forward with fellow board members, Dean Rich Lyons, and Prof. Laura Tyson and her staff at the Institute for Business & Social Impact to develop a strategy for financial solvency and program growth.

For Brekke's efforts, he was awarded the 2016 Raymond E. Miles Alumni Service Award, Berkeley-Haas' highest volunteer honor.

Berkeley-Haas is grateful to the many alumni who volunteer and promote Haas around the world.



Volunteer of the Year Tony Brekke, MBA 03, receives his Raymond E. Miles Alumni Service Award at the annual Haas Gala.

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