Laying the Foundation: A Legacy for the Future

The recent festivities that marked the opening of the Knight Management Center in April provided me with an occasion to reflect on the generosity of our alumni and friends. As one of the school’s key priorities within The Stanford Challenge, our magnificent new home is ideally suited to support and enhance the GSB’s curriculum, to deepen multidisciplinary partnerships throughout the university, and to leverage our intimate scale and collaborative culture to create truly transformational educational experiences.

We are indebted to all who have made possible this extraordinary inflection point in the school’s trajectory. Your investments helped create the eight environmentally sustainable buildings that now house students, faculty, and staff. In addition to the construction of the Knight Management Center, your commitment to student fellowships, faculty research and teaching, programs and centers, and annual giving enable the curricular innovations, ideas, and collaborations that truly distinguish the Stanford Graduate School of Business.

When the first conversations about building a new home for the GSB occurred, no one could have predicted the impact of the many forces that subsequently altered the landscape of management. But we knew we needed the flexibility to enable personal leadership, critical thinking, collaboration, and innovation. The facility within which the GSB community now has the privilege of working, thinking, and learning makes greatness possible today and tomorrow.

Generations of incoming students from around the world will spend transformative years here and their education will magnify in importance throughout their careers. They will leave here knowing how to reason and analyze, build and work in teams, listen and reflect, and dream without boundaries. They will live our mantra to “change lives, change organizations, and change the world.”

Along with the incredible generosity of Penny and Philip H. Knight, MBA ’62, many of you who share in the belief of the possibilities opened and nurtured by a Stanford GSB education collectively have laid the foundation upon which we will continue to grow. Phil has noted that he wrote his original business plan for Nike while taking Professor Frank Shallenberger’s entrepreneurship course. Frank instilled in him the courage and the enthusiasm to become an entrepreneur, and imparted the words of wisdom that “the only time you must not fail is the last time you try.” I hope that may be a similar source of inspiration for generations of GSB students as they strive for greatness, and a chance to have tremendous impact on the world.

When you next come to visit the GSB, and I hope it will be soon, you will find the cornerstone of the Knight Management Center, which reads: “Dedicated to the things that haven’t happened yet and the people who are about to dream them up.” This encapsulation of hope, empowerment, and invention is complemented by another notable addition to the bedrock of this facility — an imprint of Phil’s sneakers by the main entrance that is designed to serve as an inspirational foundation from which to launch students into careers of impact and meaning.

My sincere thanks to all of you for your role in bringing to life our vision for the school and embracing our culture of leaning into the future.

Garth Saloner
Philip H. Knight Professor and Dean
AM ’81, MS ’82, PhD ’82

The dedication ceremony for the Knight Management Center, the new home of the Graduate School of Business, in April 2011. Photo: Stacy Geiken

Campaign Steering Committee

Key alumni are playing a major role in guiding the GSB during The Stanford Challenge. The following people serve on the school’s campaign steering committee, giving generously of their time to help ensure a bright future for the GSB.

Chair
Robert L. Joss, Sloan ’66, MBA ’67, PhD ’70

Co-Chairs
Robert M. Bass, MBA ’74
Mayree C. Clark, MBA ’81
James G. Coulter, MBA ’86
Michael G. McCaffrey, MBA ’82
Robert G. Scott, MBA ’70
Gene T. Sykes, MBA ’84

Members
Rocky Barber, AB ’73, MS ’73, MBA ’75
Jeffrey T. Chambers, MBA ’80
Carol F. Dressler, AM ’68, SEP ’75
Terry Eakin III, MBA ’68
Jerker M. Johansson, MBA ’86
Chien Lee, BS ’75, MS ’75, MBA ’79
Hamid R. Moghadam, MBA ’80
George G. C. Parker, MBA ’62, PhD ’67
Scott M. Stuart, MBA ’86
John A. Svedula, MBA ’83
Sharon A. Marine
Associate Dean for External Relations
Family Makes Gift to Honor a Mother’s Inspiration

A n appreciation for Stanford and a deep belief in the transformational power of higher education led Kevin J. O’Donohue, MBA '87, and his wife, Laura, to make their first major gift to the GSB. When Kevin graduated from the school, his mother had just earned her master’s degree in communication from Stanford two years earlier, taking classes after working on campus in both the business and law schools for several years. When Kevin and his wife thought about making a gift to the Knight Management Center, they wanted to honor his mother by dedicating a named space for her.

The O’DONOHUE FAMILY CLASSROOM, located on the third floor of the Bass Center, is dedicated tojoanne M. O’Donohue, MA ’85, for encouraging education, leadership, compassion, and creativity.

“Dedicating a classroom to my mother is a very fitting tribute to a parent whose commitment to higher education was a great inspiration to me,” says Kevin.

“In this space, we envision students involved in activities that reflect the collaborative and innovative nature of the curriculum.”

Laura O’Donohue

The O’Donohues’ generosity was further recognized by the naming of a study space, also on the third floor of the Bass Center, the four-story centerpiece building of the Knight Management Center that contains a library, classrooms, and top-floor reading and board rooms. The family wanted to designate a location that would be frequently used by students. The family, which provides financial support to other areas of Stanford University as well, strongly believes in Dean Garth Saloner’s vision for the school. Kevin, who worked in Germany before getting his MBA, especially likes the Global Experience Requirement that all MBA students must fulfill before the beginning of their second year through an international trip, exchange, or eligible internship.

The O’Donohues, who own and run an organic farm outside of New York City, are advocates of environmental sustainability and green architecture. They appreciate that the Knight Management Center is expected to achieve LEED Platinum status from the U.S. Green Building Council.

Groups Come Together to Name Knight Center Spaces

W hen the Stanford Graduate School of Business started fundraising efforts for the Knight Management Center, several groups of alumni saw it as the opportunity to come together to leave their mark on the GSB’s new center for teaching, research, and collaboration. Alumni from specific class years, regions, companies, and interest groups pooled their gifts to name 10 different parts of the new eight-building complex. Some were drawn to the idea of making an investment that would yield a very tangible result, while others wanted to visibly show their support of the strategic vision for the GSB.

The HONG KONG ALUMNI ROOM was the result of 15 alumni who pooled their resources to name a breakout room on the ground floor of the faculty office building that opens onto the courtyard. The group saw the gift as a way to symbolize the increasing connections between Hong Kong and the GSB and to demonstrate support.

“The GSB has played an important role in the lives of Hong Kong alumni and, in turn, they have also had an increasing impact on the GSB,” says Chien Lee, BS ’75, MS ’75, MBA ’79, one of the lead donors. “We wanted to show our faith in the school’s mission and its new campus that will enable future innovations.”

Another Asian alumni group rallied to make a Knight Center gift as well. Ten Korean alumni spanning the MBA classes of 1984 to 2000 named a breakout room, also on the ground floor of the faculty office building next to the Hong Kong room. The effort for the space, named the KOREAN ALUMNI BREAKOUT ROOM, was led by Donghyun Han, MBA ’94, senior vice president of Korean Telecom, and one of the leaders of the Seoul alumni group.

“It was done in the typical GSB Korea way — we get together very often, usually over drinks of soju, and we always talk about how we can help each other and give back to the GSB,” says Han. The Korean donors personally made the gift to former Dean Robert L. Joss when he visited Seoul.

Given the ever-increasing global reach of the school, having spaces named for both the Hong Kong and Korean alumni groups is an important reflection of the GSB’s direction. Raising the profile of a specific sector of GSB alumni also contributed to the motivation behind the naming of the WOMEN’S INITIATIVE NETWORK CLASSROOM. A group of alumnae who volunteer with the school’s Women’s Initiative Network (WIN) were urged by Mayree Clark, MBA ’81, and Michelle Clayman, MBA ’79, to make gifts to the Knight Management Center. As a result, a ground-floor classroom in the Serra East building bears the WIN name — one of two spaces in the new complex that carries the names of female graduates.

“The WIN classroom ensures that the important contributions and influence of alumnae is represented in the GSB’s new home.
Richard Rainwater and Garen Staglin, both MBA '68, are part of an unprecedented effort to raise enough to name a building in the GSB's new home. Motivated to surpass previous accomplishments to celebrate their 35th reunions, the members of the class were especially successful, setting records for its 25th, 30th, and 35th reunions. But the members of the class were especially motivated to surpass previous accomplishments to celebrate their 40th anniversary.

The 40th reunion coincided with fundraising efforts for the Knight Management Center, and the class had high expectations of raising enough to name a building in the GSB's new home. They succeeded: the MBA Class of 1968 Building is the central building along Serra Street, with classrooms and breakout rooms on the ground floor and administrative offices on the second and third floors.

“The gift is really meant to reflect the time and money our class has given over the years,” says Jim Crownover, who chaired the class effort. “In the last 15 to 20 years, we raised over $100 million for the school.”

Crownover, along with co-chairman Ed Johnson and chair of previous campaigns (Terry Eakin, Rick Jones, and Pat Gross) started strategizing for the effort a year in advance of the reunion. Working with a volunteer group of more than 40 classmates, they made it a goal to personally contact every member of their class.

“The extraordinary two years spent at Stanford raised my aspirations, broadened my horizons, enhanced my career prospects, and gave me friendships that endure to this day,” Johnson wrote in a letter to classmates. “There is no question that our ability to support Stanford and other charitable priorities is greater because of those two years.”

For the reunion effort, the class benefited from leadership gifts from classmates Richard Rainwater, Lorenzo Zambrano, Reese Duca, and John Scully. Many others stepped up as well. “People made stretch gifts to be a part of a banner year,” Johnson says.

While the small class size at the GSB allows students every year to get to know their peers, the members of the Class of ’68 feel they — being one of the youngest classes in the school’s history composed mainly of single men straight out of their undergraduate studies — are an especially tight-knit bunch.

“My personal ties to my Stanford business school classmates are as great as my undergrad fraternity ties; they are my friends and my wife’s friends,” says Johnson.

The naming of the building is especially appropriate given where the class fits into the GSB history.

“Our classmates were drawn to Stanford in the late ’60s because of the innovative approach to business education established during Dean Ernie Arbuckle’s tenure, and we were the first class to occupy the new building (GSB South),” Crownover says. “It’s symbolic to all of us that once again the GSB has taken another innovative leap forward in business education, and this time we were able to do more than just occupy a new building — we could help create it.”

and serves as an inspiration to current female students,” Clayman says.

WIN is an alumna-driven network at the GSB that offers programs and resources that provide support and information to women who aspire to serve as leaders in business, in their families, and in their communities. WIN has more than 50 active alumnae participants who form six working groups. These groups have specific and results-oriented goals in the areas of case and course programming, alumnae outreach/transition, alumnae outreach/networking, admissions, student life, and corporate boards. Women make up about 40% of current GSB students.

Instead of an unrestricted gift to mark their 10th anniversary of graduating from the GSB, two alumni from the MBA Class of 1999 wanted to see their class’ name on a space in the Knight Management Center. So Herald Chen and Ed McDermott put their heads together and contacted a group of about a dozen classmates who regularly reunite on trips. They eventually expanded the invitation to a broader swath of the class, and as a result 20 people came on board to name the MBA Class of 1999 Classroom, which is located on the ground floor of the McClelland Building.

“We wanted to make the gift to send a message to the GSB community about the close-knit spirit of our class, which reflects the nature of the school in general,” says Chen.

Other group gifts recognized with named spaces in the Knight Management Center include the NCP Collaboration Lab, TA Associates Cafe, Marena Capital Trader’s Pit, and Redpoint Ventures Classroom.
Graduate School of Business
Highlights

**KNIGHT MANAGEMENT CENTER OPENING GALA**
1. Dean Garth Saloner presents Penny and Philip H. Knight, MBA ’62, with a Lego model of the new Knight Management Center at a reception honoring the generous commitments made by lead donors. The new home of the GSB opened in April. (Photo: Steve Castillo)

**CONRADIN VON GUGELBERG LECTURE ON THE ENVIRONMENT**
2. U.S. Geological Survey director Marcia McNutt (left), with Public Management Program Director Gina Jorasch, AM ’89, MBA ’89, delivers the annual Conradin von Gugelberg Lecture on the Environment in February 2011. McNutt’s lecture, “Avoiding the Slippery Slope: Leadership Lessons from Inside the Oil Spill,” discusses how the Gulf of Mexico crisis forced a diverse group of scientists, engineers, and operations workers to learn how to work together. (Photo: Stacy Geiken)

**PENNY PRITZKER HONORED WITH 2011 ARBUCKLE AWARD**
3. On March 2, Chicago businesswoman and philanthropist Penny Pritzker, JD/MBA ’84 (center), is honored as the 41st recipient of the Ernest C. Arbuckle Award, presented by the Stanford Business School Alumni Association. Created in memory of former business school dean Ernest Arbuckle, the award honors those who demonstrate excellence in the field of management leadership and a commitment to addressing the changing needs of society. Pritzker is pictured with former award recipients (left to right) Henry Segerstrom, AB ’46, MBA ’48; Rebecca Morgan, MBA ’78; Donald Petersen, MBA ’49; and Dean Emeritus Arjay Miller. (Photo: Steve Castillo)

**STANFORD AFRICA FORUM**
4. The student-led Stanford Africa Forum, held in January 2011, highlights key issues in Africa’s social and economic development. The organizers (pictured) put a special focus on exploring the ideological tension between economic and humanitarian development, as well as the difference between local and worldwide impacts on the entrepreneurial investment climate. (Photo: Steve Castillo)

**KNIGHT MANAGEMENT CENTER OPEN HOUSE**
5. GSB students celebrate the opening of the Knight Management Center with a flash mob in the center of Town Square. They enthusiastically came together to perform in unison — much to the surprise and delight of the crowd gathered at the opening day festivities. (Photo: Steve Castillo)

**EXECUTIVE CHALLENGE**
6. Arbuckle Leadership Fellow Jason Mercer, MBA Class of 2011, celebrates at the Executive Challenge reception after his Leadership Lab squad is announced as the overall winner. The day-long case competition challenges students to apply the skills they learn to business scenarios in real time, with high-level alumni acting as role players and judges. (Photo: Stacy Geiken)
**Hispanic Business Students Association Jerry I. Porras Award**

Professor Emeritus Jerry I. Porras presents Mike A. Aviles, MBA ’90, former president and CEO of Vignette Corporation, with the Jerry I. Porras Latino Leadership Award in February 2011. The Hispanic Business Students Association hosts this annual award banquet to celebrate the history and presence of the Latino community at the GSB, and to honor and encourage business leadership in the greater Latino community. The banquet unites alumni with current students, faculty, and administrators, and fosters personal bonds critical to the success of our communities. Photo: Stuart Brinin

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**Knight Management Center Dedication**

Dean Garth Saloner thanks the many donors, alumni, students, faculty, staff, and other partners who helped make the Knight Management Center possible. The new complex of eight buildings — which are expected to receive the highest possible rating in Leadership in Energy and Environmental Design (LEED) from the U.S. Green Building Council — provide premier instructional and technological capabilities to support curricular innovations and enable greater collaboration. Photo: Steve Castillo

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**Leading Matters in Boston**

President John Hennessy (left) leads a student discussion including Andrew Katz-Mayfield, MBA Class of 2011 (second from right), for an audience of more than 500 attendees at Leading Matters in Boston. These events feature presentations and panels for Stanford alumni to engage in the life of the university across the globe. Photo: Matthew Modoono

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**Excellence in Leadership Award Dinner in New York**

The 2011 Excellence in Leadership Award is presented in April to Jacqueline Novogratz, MBA ’91, founder and chief executive officer of Acumen Fund Inc. She is responsible for the vision behind Acumen Fund’s unique approach to using philanthropic capital to invest in scalable businesses that serve the poor with life-changing goods and services. Since its launch in 2001, the Acumen Fund has invested $40 million in over 35 companies serving 25 million low-income customers in the developing world. Photo: Lynn Saville

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**Global Study Trip to India**

Students visit the iconic corporate campus of Infosys Technologies in Bangalore to meet with Infosys Chairman Narayana Murthy. This trip, one of two offered to India in December 2010, focused on showcasing the astounding diversity and many contradictions within this emerging economic power. Photo: Pallen Chiu

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**Celebrating Fellowship Donors**

Bowei Lee, MBA ’82, enjoys the 2011 Arbuckle Award Dinner with Danny Lin and Frances Kang, both from the MBA Class of 2012. This annual event gives fellowship donors and recipients the chance to meet and share their experiences. The school celebrates the generosity of alumni who have established fellowships that enable the next generation of students to explore their full potential at the GSB. Photo: Stacy Gideon
Honoring a Legend: The James C. Van Horne Professorship

I t is a GSB tradition to honor outstanding faculty members with an enduring legacy designed to benefit future generations. In that vein, James C. Van Horne, the A.P. Giannini Professor of Banking and Finance, Emeritus, is the inspiration for a number of colleagues, friends, and former students to establish an endowed chair in his honor. In tribute to Van Horne and his legacy at the school, Jack Levy, MBA ’78, and Michael M. Smith, MBA ’88, initially helped to establish a faculty fund in his name. With the generosity of many others, the fund subsequently reached the professorship level to enable the creation of the James C. Van Horne Professorship in the Stanford Graduate School of Business. This past February, many who had the occasion and celebrated the appointment of Jeffrey Zwiebel as the inaugural chairholder.

Professor Van Horne began teaching at the Stanford Graduate School of Business in 1965. In the more than four decades since then, he has served as a mentor and role model to many. Well known to former students for his legendary cold calling in the classroom, he was the first recipient of the MBA Distinguished Teaching Award. When students honored him again with a second distinguished teaching award in 1997, he estimated that he had already had about 7,000 students pass through his door.

His scholarly contributions have focused on the theory and behavior of interest rates, corporate finance, capital budgeting decisions, and the valuation of market instruments. He is the author of numerous case studies, more than 60 articles, and 5 books, 3 of which — Financial Management Policy, Fundamentals of Financial Management, and Financial Market Rates and Flows — are in wide use as texts. He is the past president of the American Finance Association and the Western Finance Association, has been an active member of the Financial Economists Roundtable, and has previously served as the associate editor of leading finance journals.

Professor Van Horne earned his AB in 1957 from DePauw University, and his MBA in 1961 and PhD from Northwestern University in 1964. In the mid-1970s he served as deputy assistant secretary of the U.S. Treasury, and has served on several federal and State of California commissions and advisory groups, as well as numerous corporate and nonprofit boards. As the business school, he has served as director of the MBA program and as associate dean for academic affairs. In 1989, he was awarded the Robert T. Davis Award by the dean for extraordinary faculty contributions over his lifetime.

“This is a wonderful reflection of the impact that Jim has had as a colleague, teacher, and mentor to so many across generations of the GSB community,” says Robert L. Joss. “I was privileged to know him during my time as a student and to then be part of this extraordinary effort during my tenure as dean.”

Christopher Li, MBA ’90, is keenly aware of the financial challenges that many students face. Originally from Hong Kong, he worked as a government statistician for many years in order to save enough money to fund his graduate education. Even though his job offered to pay for him to go to law school, he had reservations about the stipulation to return to government service in Hong Kong. Additionally, he had his heart set on attending business school at Stanford.

For Li, getting accepted was just the first step. Palo Alto proved to be much more expensive than he had thought, and — even to purchase a Haagen Dazs ice cream bar on campus. To finish his degree on time, he was able to get a loan from his girlfriend at the time, Constance, who would later become his wife. “I guess you could say her investment paid off,” recounts Li with humor.

He went on to forge a successful and rewarding career, which he attributes in large part to his time at the GSB. He and his wife now live with their three children in Potomac, Maryland, and he is president and chief investment officer of Lockheed Martin Investment Management, the asset management arm of Lockheed Martin Corporation. Formerly, he was president of Diamond Capital Management Inc. for Dow Chemical following several years with hedge fund Caston Associates and MetLife Investment Management Company. Li was named Large Corporate Pension Manager of the Year in the Institutional Investor’s 2010 U.S. Investment Management Awards.

The financial challenges presented when he was here are not forgotten. He states, “The experience left me with a deep impression of the difference a few thousand dollars could make for a student in need.” With this in mind, he and Constance decided to establish the Christopher and Constance Li Fellowship Fund to support students at the GSB. “I am delighted to give back to the school. I came to the GSB with only two suitcases and I really believe that Stanford is second to none. I am very grateful for the education I received here,” he says.

He considers it an honor to be able to give back to the GSB. However, Li also recognizes a personal benefit in offering his support. “I’m excited by the opportunity to get to know the students this fund will assist, and to reconnect with the GSB’s unique culture of idea generation.”

Constance and Christopher Li, MBA ’90

Alumnus Draws from Personal Experience in Endowing Fellowship

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Enhancing Leadership: Eli Lilly and the Partnership for Diversity Fellowship Program

E li Lilly and Company recently renewed its longstanding commitment to the Charles P. Bonini Partnership for Diversity Fellowship Program. Lilly has been a long time partner in this unique corporate fellowship program named after emeritus professor Charles P. Bonini, a former director of the MBA program. Bonini was a guiding force in the mid-1990s behind the creation of the program as an avenue for providing fellowship support to exceptional MBA students who — through their culture, class, race, ethnicity, background, and life experiences — are able to bring unique perspective to the school. Since then, the program has enabled participating companies to identify and support talented students at the GSB. In addition to receiving a full-tuition grant for the two-year MBA program, Bonini Fellows undertake a competitively compensated internship opportunity for 9 to 12 months at the firm prior to enrollment at the school.

"Lilly is pleased to help talented students build strong leadership skills through the unique combination of the Stanford GSB education and exposure to broader professional development opportunities. We believe strongly in the value of the Partnership for Diversity Fellowship Program and have seen first-hand its impact on many motivated individuals who are making a difference in the workplace and the world," notes Phyllis Ferrell, MBA '01, senior director at Lilly.

Lilly is currently sponsoring two Bonini Fellows: second-year MBA candidate Juan Pablo Mas and first-year MBA candidate Aja Edmond. "This program made it possible for me to gain relevant work experience that I will be able to leverage during and after business school for years to come," reflects Edmond. "My first quarter at the GSB confirmed everything I expected and everything the Partnership for Diversity program seeks to support — diversity of people and their backgrounds, opinions, thoughts and goals."

Juan Pablo Mas adds, "It is a privilege to have been selected as a Bonini Fellow. This vote of confidence drives me to grow and achieve more than I might otherwise have." Ferrell explains, "Lilly supports programs such as this fellowship because of our commitment to diversity. Varied perspectives and experiences provide the insights to discover new medicines and deliver on our promise to provide better patient outcomes. Our diversity commitment extends through the full spectrum of our business, including our clinical trial strategy and our supply chain."

The school’s ongoing partnership with Lilly continues to build mutually beneficial relationships, and offers Bonini Fellows a strong foundation for developing their careers within an organization that clearly invests in a diverse leadership pipeline for the future.

Innovating for Emerging Markets

The study of emerging markets is generating great interest, particularly as more countries embark on the transition from a developing country to an emerging market by restructuring their economies along market-oriented lines to offer opportunities in trade, technology transfers, and foreign direct investment. Through the generosity of Marko Dimitrijevic, MBA '85, the GSB will be able to place even greater focus in this area with the establishment of the EMERGING MARKETS INNOVATION FUND.

As the first alumnus to devote significant resources to this important priority at the school, Dimitrijevic hopes to stimulate activity among faculty and students who share his interests in emerging markets. The fund broadly supports a range of activities in this area, including faculty teaching and research, course and case development, executive education, student programs and clubs, and multidisciplinary or collaborative initiatives involving other university schools and programs.

As chief investment officer and founder of Everest Capital, a $2 billion investment advisory firm headquartered in Miami and with offices in Singapore, Shanghai, and Geneva, Dimitrijevic sees how fast-growing economies and their roles as regional economic powerhouses are increasingly important to world markets — particularly in consideration of the large populations, large resource bases, and large markets that these emerging markets represent.

Importantly, the fund provides the flexibility and resources necessary to pursue new opportunities for faculty collaborations and student programs, and positions the school to take advantage of new initiatives as they inevitably arise. It enables curricular expansion and research that build on courses such as Poverty, Entrepreneurship, and Development that explores global poverty and the potential role of entrepreneurship to address it; Growth and Stabilization in the Global Economy that looks at the effects of technological change, wage inequality, and macroeconomic consequences of the financial crisis; and Valuation in Emerging Markets that introduces students to corporate governance and transparency issues faced by managers and investors in emerging economies.

In addition, the fund supports student programs that encourage MBA students to delve into first-hand experiences in such regions, including the Stanford Management Internship Fund that supports MBA students who take summer employment with nonprofits, government agencies, and social-purpose businesses; Global Management Immersion Experiences; and the Stanford-Tsinghua Exchange Program.

In reflecting on his inspiration in making this commitment, Dimitrijevic notes, “I started investing in emerging markets over 20 years ago, a passion that has continued to this day. By encouraging and enhancing the study of emerging and frontier markets, the Stanford GSB plays a leadership role on the global stage.”

“We believe strongly in the value of the Partnership for Diversity Fellowship Program and have seen first-hand its impact on many motivated individuals who are making a difference in the workplace and the world.”

Phyllis Ferrell, MBA ‘01
Senior Director
Eli Lilly and Company

Marko Dimitrijevic, MBA ’85

Shenzen, China, as part of a Service Learning Trip in March focusing on energy and environment in this emerging economy. Photo: Dylan Reid

MBA students tour BYD Company, a manufacturer of automobiles and rechargeable batteries, in Shenzhen, China, as part of a Service Learning Trip in March focusing on energy and environment in this emerging economy. Photo: Dylan Reid

Eli Lilly Fellowship recipients Aja Edmond, MBA Class of 2012, and Juan Pablo Mas, MBA Class of 2013. Photo: Jeff Siegel

Juan Pablo Mas
Reunion Giving: A Resounding Success by Every Measure

Reunions provide a unique opportunity to celebrate the ties that endure while discovering new ways in which the school continues to shape the lives of alumni. For many graduates, reunions deepen their appreciation for the extraordinary community that is the Stanford Graduate School of Business and inspire them to give back in ways that are instrumental to sustaining the vitality of the school. Reunion attendance in 2010 was exceptionally strong, with six classes setting records (MBA classes of 1970, 1975, 1985, 1990, 1995, and 2000) and with more attendees at fall reunion weekend than ever before. In fact, the MBA Class of 2000 set an all-time record for classmates and guests in attendance.

As the economy strengthens, so does the support and involvement of alumni as evidenced by very strong reunion fundraising campaigns. Collectively, the 10 classes celebrating reunions contributed $35.2 million in gifts and pledges — more than twice the amount raised by the reunion campaigns five years ago. Aggregate participation across the 10 classes achieved a terrific 63% and three classes either set records or achieved their best-ever results for participation.

Of particular note, the MBA Class of 1985 — with its long history of record setting at the GSB — once again continued that tradition in achieving the coveted “Triple Crown” by setting records for reunion attendance (144 classmates), campaign participation (86%), and dollars raised (a remarkable $16,998,004). With the theme “Sharing Wisdom and Dreams,” the residential reunion featured truly amazing and moving class panels, small group discussions, outdoor activities, and a festive and high-spirited closing dinner. Thanks in large part to the hard work of the committees, the weekend was a smashing success with some attendees even commenting that it was the highlight of the last 25 years of their lives. “Our class really pulled together for our 25th reunion. We had 70 volunteers who participated in organizing the reunion and in helping to raise the class gift. Our weekend together gave us a chance to appreciate each other and our shared GSB experience,” notes Anne Casscells, one of the reunion fundraising chairs for the class.

The success of all class campaigns helps support the design and implementation of our curriculum, multidisciplinary partnerships throughout Stanford, and the opening of the Knight Management Center as our new home. There is no question that the results of the 2010 reunions are testament to the value alumni place on what the school has meant to them and are critical in creating transformational experiences for today’s students. Thank you to all whose involvement, generosity, and commitment — whether as a reunion attendee, dedicated volunteer, or through a gift or pledge in celebration of a class — bring the GSB to life in so many ways!