

Creating Futures

University of Colorado *Boulder*

A Campaign of Excellence and Impact

Supporting the Leeds School of Business





ALWAYS BE ENTREPRENEURIAL: CHALLENGE. CREATE. ACT.

More than our vision statement, Always Be Entrepreneurial is a mandate that Leeds School of Business graduates take with them as they step into the world. It's an ideal and necessary mindset for a 21st century landscape in which internationalization, technology, sustainability, and politics are just a few of the areas in which transformation is constant, and innovation is essential.

The Leeds School of Business instills this attitude in its students by engaging them in core business practices and values, applying classroom theories to real-world challenges, and connecting them with influential leadership networks. Whether their passion is quantitative finance, real estate, or international business, Leeds graduates share common traits: they're passionate, analytical, worldly, and prepared to turn good ideas into thriving enterprises.

Leeds educates not only good business people, but also good citizens, aware that "doing well" and "doing good"—by our shareholders, our business partners, our communities, and our environment—are complementary aims. Armed with teaching and research expertise as well as leadership and business

experience from beyond our campus, our accomplished faculty infuse Leeds with innovative ideas, business research of high impact and quality, and a desire to change our students' lives for the better.

Situated against the stunning backdrop of Boulder, it's no wonder we're inspired to constantly aim higher. And now, as we launch the *Creating Futures* campaign, we're poised to enhance the Leeds School's pillars of excellence and impact. **Learning and Teaching** initiatives that educate tomorrow's business leaders. **Discovery and Innovation** that expands our global knowledge base. **Culture and Community** connections that make our cities, towns, and economies stronger.

Because of the commitment of our alumni and friends, we are confident we will meet our ambitious goal of raising \$60+ million for the Leeds School. Read on to understand how you can play an essential role in shaping the education of our future business leaders. The time to invest is now—and we invite your support.



"The Leeds School is creating a whole new generation of business leaders who are solidly grounded in business ethics and committed to the principles of corporate social and environmental responsibility. Our graduates enter the business world equipped with the right skills and core values in sustainable

business practices, and are influencing how business is done."

Michael Leeds, BS '74
President and Founder, FlightStar, Inc.
Guest Instructor of the Leeds course, "Leadership Challenges: Exercises in Moral Courage"



Anika Degan, MBA '10, came to the Leeds School from India with a background in engineering.

INVESTING IN OUR FACULTY

At the heart of every elite business school is great teaching and research. Business schools that fill their faculty with inspired thought-leaders can elevate their reputation and prestige, attract more accomplished students, and graduate more successful alumni. Endowed chairs, professorships, and faculty research fellowships are key to achieving these goals.

Leeds boasts faculty members who excel in both teaching and research, and who are leading thinkers in fields including marketing, consumer behavior, finance, sustainable development, and real estate. Many of our faculty members have achieved real-world success in for-profit, nonprofit, and government sectors. Yet the competition for teaching and research talent has never been more intense, and Leeds faculty members are often sought-after by peer universities that can offer more generous salary and research-funding packages.

To speed our ascent into the highest echelon of business schools, we must expand our ability to recruit and retain high-caliber faculty. Improved faculty compensation will enhance research output and improve student access to leading scholars. Bolstering our faculty is a top strategic priority not only for Leeds, but for CU-Boulder as a whole. With your support, we will be better equipped to reward our

faculty's pursuit of high-impact, high-quality research with solid theoretical and empirical foundations—research with relevance for both practice and policy, and with applicability in the classroom.

We seek support for:

- **Endowed chairs and professorships:** An endowed chair is a measure of truly notable faculty achievement. Leeds seeks to attract, retain, and honor outstanding faculty whose contributions and influence are of the highest caliber, particularly faculty with expertise and experience related to priority subject areas.
- **Faculty research fellowships:** Elite business schools financially support faculty research. Research fellowship funding will help Leeds attract and retain thought-leaders who shape the future of business research, and enable the school to generate and disseminate game-changing ideas in areas ranging from corporate governance to sustainable-energy feasibility and development. Research fellowships are typically granted to assistant and associate professors with demonstrated ability to produce research of the highest quality, research that makes an impact throughout and beyond academia.



Professor of Finance
Sanjai Bhagat is a noted expert on corporate governance.



“When leading research faculty also teach, current students directly benefit. They learn now what will be in textbooks in two or three years. A teacher who is also an active researcher creates an engaging, questioning, analytic classroom experience for students.”

John Lynch

Ted Andersen Professor of Free Enterprise
Director of Center for Research on Consumers'
Financial Decision Making



Non-Segmented Market

Associate Professor of Marketing **Page Moreau**

INVESTING IN OUR STUDENTS

To develop the high-achieving business leaders of tomorrow, we must be able to accommodate the financial needs of current and prospective students. As the cost of higher education rises, access to the Leeds School of Business becomes more of a reach and less of a reality for prospective students. Demand is growing for our highly ranked undergraduate and graduate curricula, and students are increasingly drawn to well-regarded programs in specialties such as ethics, sustainability, business law, and entrepreneurship. Prospective undergraduate and graduate students are attracted to our excellent faculty and academic breadth, all nestled in an unparalleled location.

You can help current and future Leeds students finance their education regardless of their background and circumstances, while at the same time enhancing the quality of our student body.

We seek support for:

▪ **Undergraduate Scholarships:** We need to offer highly competitive students financial packages that persuade them to choose Leeds over other schools. Additionally, in the wake of historic economic turbulence, scholarships can provide a viable path to graduation for all of our students, especially those from underrepresented constituencies who face significant financial challenges.

▪ **MBA Fellowships:** Due to the enhanced reputation and rigor of Leeds MBA programs, enrollment has grown substantially in recent years. This growing student body is comprised of innovative scholars who already boast track records of achievement, and are striving to become dynamic business leaders in their chosen niche. MBA student recruitment is competitive; your fellowship support will ensure that Leeds can enroll the very best candidates.

▪ **PhD Student Support:** Leeds's full-time PhD program, intended for those who desire careers in university research and teaching, helps students develop the skills they need to design and execute original, innovative research, and to disseminate it through teaching and writing. Support for the Leeds PhD program enhances Leeds's ability to produce influential academic thought-leaders.

In just six years since graduating from Colorado College with a BA in physics, **Luke Galli** has had a diverse array of experiences—interning at the U.S. National Observatory in Chile, teaching in Oakland, Calif. and at the Denver School of Science and Technology, and founding Galli and Lindsay Properties, LLC, a real estate investment company where he is a managing partner.

Galli is among scores of Leeds MBA students who have already taken significant strides toward success. He is a recipient of the Lawrence D. Coolidge Endowed Fellowship, which greatly enhanced his ability to attend the Leeds MBA program.

“When I found out I had received the fellowship, I was so excited I instantly confirmed my enrollment,” says Galli, who aims to lead a school or nonprofit organization, work in real estate, or apply his physics background toward the renewable energy field. “Thank you to the donors that have given me a chance to pursue my dreams.”



“Our entrepreneurs are indeed changemakers that will shape the way the next generation looks at the world and looks at social problems.”

Nikhil Dandavati, BS '10
Recipient, Tony Tisone Memorial Scholarship; Co-founder of the Unreasonable Institute, a globally focused entrepreneur incubator



Aleana Sutton, MBA '09



Vy Nguyen, MBA '10



INVESTING IN OUR PROGRAMS

Our centers are the cornerstone of the Leeds experience. They provide signature student experiences that bridge the rigors of academia with the real world of business locally, nationally, and internationally. Leeds centers also present unique opportunities for faculty teaching and research.

We seek support for:

• **Richard M. Burridge Center for Securities**

Analysis and Valuation: This think-tank brings together professional investment managers, finance scholars, policymakers, and investors to share ideas about financial markets, and to host an annual conference.

• **Center for Education on Social Responsibility**

(CESR): This center empowers students to become outstanding, principled business leaders by preparing them to meet the ethical challenges of a highly competitive, globally interconnected business world. CESR oversees the integration of values discussions in undergraduate and graduate curricula, helping students establish principled decision-making skills in their careers.

• **CU Real Estate Center:** This center develops the next generation of real estate leaders by providing a research-based curriculum that explores niches such as growth, sustainability, and energy use. The students' experience is enhanced by the counsel of industry professionals as well as an extensive and influential network.



“Growing this center will be transformative for the Leeds School of Business, and should help the school enhance its national standing and reputation.”

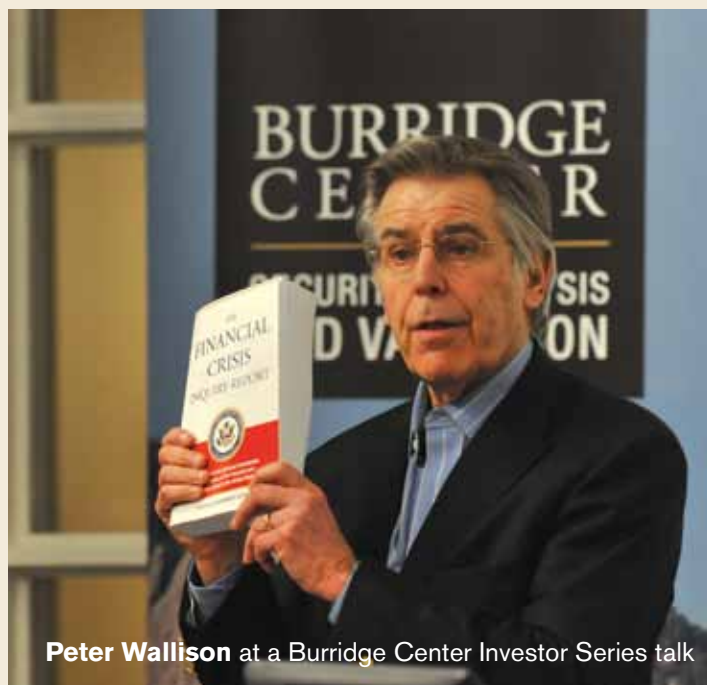
Richard M. Burridge, BA '51
Founder, Burridge Center for Securities Analysis and Valuation

“Giving back to the institution that provided me with so many career opportunities is far more rewarding than the opportunities themselves. Being able to provide direct assistance toward Leeds programs as well as opportunities for more students will, without a doubt, improve the value of the degree I hold.”

Christine (Buchanan) Streep, BS '92
Partner, KPMG

• **Robert H. and Beverly A. Deming Center for Entrepreneurship:**

This center provides cutting-edge entrepreneurial training in the context of a well-rounded business education, preparing students to shape the future of business. Students get line-of-fire training in business planning; access to cross-disciplinary projects in engineering, law, environmental studies, social sciences, and biology; and internships that make coursework applicable to specific entrepreneurial challenges.



Peter Wallison at a Burridge Center Investor Series talk



Leeds students who have worked overseas for the Peace Corps include **Todd Freedman**, BS '09, **Micah Strand**, MBA '10, and **Brian Lewandoski**, MBA '07.

DONORS MAKE THE DIFFERENCE

We're proud that Leeds has inspired strong bonds among our friends, industry partners, and alumni—bonds that endure beyond the CU-Boulder campus, and compel them to give back to Leeds and support its future. Our partnerships with alumni and donors enable us to accomplish a great deal, and will allow us to achieve our vision and aspiration for the Leeds School of Business.

Here are a few ways in which donors have supported Leeds.

Building Tomorrow's Foundation

It's fitting that the Leeds building is named after business school alumni Walter (BS '47) and Gene (BS '47) Koelbel, as well as family members Walter A. "Buz" Koelbel (BS '74) and his wife, Sherri—commemorating their landmark gift to support the building.

After all, the Koelbel name has long been associated along the Front Range with high quality, thanks to the real estate development company founded by the father, now run by the son and including another Leeds graduate, Carl Koelbel (MBA '10).



Members of the Koelbel family, from left: Gene Koelbel, Walter Koelbel, Sherri Koelbel, and Walter A. ("Buz") Koelbel.

"The global economy creates a process of continual competitive change," says Buz Koelbel. "Education is the single most important investment we can make for the future of our state. Great business schools are good business, and a prime engine for our economy."

Giving Back in Multiple Ways

Since receiving his Leeds MBA in 1972, Dick Engebretson and his wife, Jean (MA '76), have given generously to the school, starting with a gift for a classroom named after Jean. In addition to a \$1 million building gift at a critical time, the Engebretsons have spurred support from fellow alumni with challenge grants to the Dean's Annual Fund—whose unrestricted nature helps school leadership deploy funds where they are needed most.

Dick shared his business experience as a guest lecturer, inspiring graduating seniors as a commencement speaker, guiding the school's direction as part of its advisory council, and leading fundraising efforts in his role on the CU Foundation Board of Trustees.

"Few people realize that less than 6 percent of the university's operating budget comes from state support," Engebretson says. "That's why it's incumbent upon grateful alumni and supporters of the school to give generously."



Dick Engebretson



Sweetening the Future for Sweetwater

Though Kile Morgan, Jr. (BS '69) won a CU scholarship for his football skills, he managed to complete two degrees in engineering and business, which fueled his successful career in the home-building industry. It was an impressive leap for a graduate of Sweetwater High, located in a working-class city near the Mexican border where college for many is a distant dream.

To help others from Sweetwater High create their own success stories at CU-Boulder, Kile and his wife, Judy, endowed a full scholarship to annually support one Sweetwater High graduate who pursues business or engineering at CU-Boulder, so that at any given time, there will be at least four Morgan Scholars at CU-Boulder.



Judy and Kile Morgan





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In addition to the priorities referenced in this brochure, we offer many other opportunities to make a difference for Leeds School people, programs, and places.

For more information on giving opportunities at the Leeds School of Business, visit:
leeds.colorado.edu/giving

To make a gift, visit:
cufund.org/leeds

Make an Unrestricted Gift

While all gifts help the Leeds School thrive, unrestricted gifts allow the Dean the flexibility to efficiently allocate resources toward the school's most critical priorities, and nimbly take advantage of opportunities as they arise. Unrestricted annual gifts at a leadership level of \$1,000 or more help us continue providing business education of the highest caliber.

Pursue Your Passions at the Leeds School

You direct your life and energy toward the things that fuel your passions—the things that stir your soul. Maybe it's helping businesses and communities thrive. Maybe it's fostering entrepreneurship and innovation. Maybe it's ensuring that your grandchildren live in prosperity and happiness.

Your personal passions motivate you to invest time and resources in the areas you find most important. The passions of University of Colorado students and faculty drive their work to improve the future we share together.

Creating Futures isn't just the University of Colorado's campaign. This campaign is for *all* of us. Join us in this vital endeavor, and help bring your own dreams to fruition.



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