

ELLER

SPRING 2022

THE UNIVERSITY OF ARIZONA

ELLER COLLEGE OF MANAGEMENT



A Family Affair

Alumni Connections with Eller at the Root of Them All

ELLER

Spring 2022

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THE UNIVERSITY OF ARIZONA
**Eller College
of Management**

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Dear Alumni and Friends of the Eller College,

I hope that, whether you are in Tucson or elsewhere, the lengthening hours of daylight are offering you all hope that spring is on the way and, symbolically, that we may be viewing the proverbial light at the end of the most recent COVID surge.

While during this academic year, classes and activities at Eller were as close to pre-pandemic status as possible, we are looking forward to fully resuming our many signature in-person Eller events—and welcoming a new cohort of students for the 2022-2023 academic year.

Some of our new students—both graduate and undergraduate alike—will already have strong connections to the University and to Eller. In fact, over the years, we've found that Eller is a dominant thread running through many families: mothers,



uncles, grandfathers, sisters, cousins in the same families turn to Eller again and again for our incredible academic and co-curricular activities and our diversity of thought leadership that spans everything from the cryptocurrency to gender equality.

We're excited to welcome their unique perspective to our college—and to provide for these new students the same excellent learning environment we provided for family members before them. In this way, Eller truly is “home.”

This issue of Eller magazine highlights a few ways that the Eller College connects family. Thank you to those of you who submitted your own family connections. We are always happy to hear more—please email progress@eller.arizona.edu if you want to share your story.

Thanks for all you do to support the Eller College.

Bear Down!

A handwritten signature in black ink that reads "Jeff Schatzberg". The signature is fluid and cursive, written over a light grey, semi-transparent rectangular background.

Jeff Schatzberg
Dean

ELLER IN THE NEWS

Exceptional Eller faculty regularly appear in exceptional publications, including:



Rick Sias, professor of finance and Tyler Family Endowed Chair, was referenced by the Tucson NPR affiliate on how writing style may make a difference between the success and failure of applying for a loan.



Insights from **Price Fishback**, APS Professor of Economics, comparing President Joe Biden's Build Back Better Plan to former President Franklin D. Roosevelt's New Deal were featured in a *Wall Street Journal* article.



Director of the Economic and Business Research Center and research professor **George Hammond** was a featured expert in a *Bloomberg* article discussing the largest home price surge seen in the U.S. in three decades.



Research conducted by **Allison Gabriel**, McClelland Professor of Management and Organizations and University Distinguished Scholar, was referenced in a *CNN Business* article about why companies should stop making employees turn on their webcams during Zoom meetings.



Research conducted by **Lehman Benson**, assistant dean for diversity equity and inclusion, and **Aleks Ellis**, management and organizations department head, on the stereotype of the “angry black woman” in the workplace was featured in the *Harvard Business Review*.



Joe Broschak, associate professor of management and organizations, gave insights about factors influencing shifts in the labor force on *Wallethub*.

ECONOMIC OUTLOOK

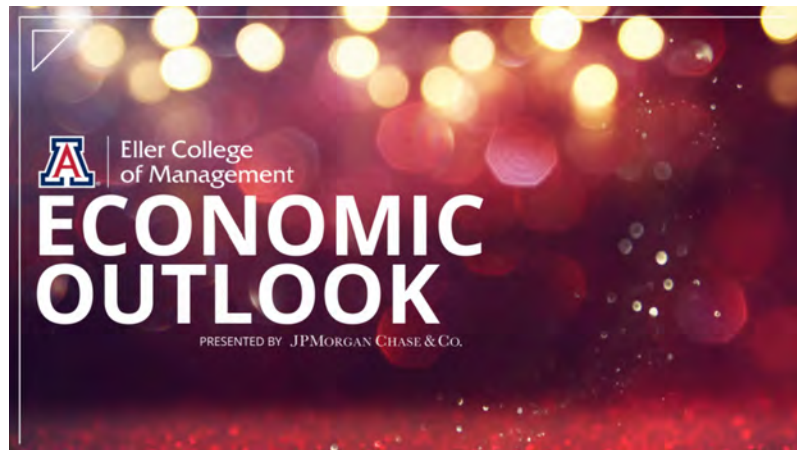
Pandemic Still Playing Significant Role

Every December, Eller's Economic and Business Research Center hosts the annual Economic Outlook Luncheon, sponsored by J.P. Morgan Chase, to forecast Arizona's economy in the year ahead.

This year, **George Hammond**, Director of the Economic and Business Research Center and former Chase chief Economist **Anthony Chan** discussed what to expect for the local, state, national and global economies as the COVID-19 pandemic continues to inject more uncertainty into the outlook.

Hammond discussed the surging prices in Arizona housing and falling affordability, migration, demographics, Arizona's cost of living, state job growth and rising wages, travel and tourism recovery, the disconnect between labor market performance and income, consumption, population growth and the outlook for Arizona, Phoenix and Tucson.

Chan addressed the recent spike in inflation, tight labor markets, supply-chain issues, the outlook for the global economy, interest rates and equities, along with possible investor surprises for 2022.



2021 WOMEN'S TEA

Ordinary Women Doing Extraordinary Things

In December 2021, Eller's undergraduate program held its annual Women's Tea with more than 160 attendees.

This year, 13 extraordinary women were honored—five of whom are part of the Eller Community:

- **Yvette-Marie Margailan** '14 BSBA (MIS), CEO and clinical director of Autism Pediatrics and co-founder of Tucson Tea Company.
- **Susan Gray** '01 MBA, CEO and president of Tucson Electric Power.
- **Lacy Cain** '19 BS (Accounting and Entrepreneurship), founder and CEO of Wildjoy.
- **Magdalena Verdugo** '89 BSBA, CEO of YWCA Southern Arizona.
- **Amy Patel**, Tax Partner in Deloitte's Business Tax Services practice and Dhaliwal-Reidy School of Accountancy board member.

During the event, all honorees had the opportunity to speak of their experience and inspired those in attendance with their words.

After presenting the honorees, a group of more than 30 women who are current undergraduate students at Eller were highlighted as Eller's Top Collegiate Women for their inspiration and drive to learn.



Eller on the Rise

RANKINGS OF OUR PROGRAMS:



UNDERGRADUATE PROGRAM
#20 PUBLIC **#30** OVERALL

UNDERGRADUATE MANAGEMENT INFORMATION SYSTEMS
#2 PUBLIC **#4** OVERALL

MASTER'S IN MANAGEMENT INFORMATION SYSTEMS
#1 PUBLIC **#3** OVERALL

FULL-TIME MBA
#34 PUBLIC **#64** OVERALL

ONLINE MBA
#5 PUBLIC **#7** OVERALL



FULL-TIME MBA
#42
BEST MBA PROGRAMS IN ENTREPRENEURSHIP

ELLER TOGETHER AGAIN

Homecoming 2021

After two years of waiting, Homecoming at the University of Arizona once again took place in person in 2021.

In October, students, faculty and staff from the Eller College came together after what felt like a lifetime to celebrate homecoming weekend. The weekend was full of celebrations from start to finish, with an event honoring Eller alumni; a commencement ceremony to celebrate the class of 2020, whose original celebration was COVID-interrupted; and, of course, the Eller tailgate and homecoming game.

Although this year's game was at noon, causing the tailgate to start at 7 a.m. on a Saturday morning, more than 350 members of the Eller community came out to the tailgate and had a blast.

Students, faculty and staff had the opportunity to take pictures at the photo booth, eat great snacks and play games among each other.





Eller Webinar: How Your Brand Can Be Perceived As “Cool”

Caleb Warren, Susan and Philip Hagenah Endowed Faculty Fellow in Marketing, has spent many years examining what role emotions, behaviors and social norms play in making people seem more or less cool.

Says Warren: “Many companies and organizations strive to be cool in order to stay salient to their constituents, but because each generation develops its own definitions and labels of coolness, the concept of being cool is continually evolving.”

In Fall 2021, Warren led a webinar in which he detailed how people, products and brands become cool and discussed how and when firms benefit from being cool and from developing cool brands. Participants left the webinar better equipped to lead and advise their firms and themselves on what it takes to be “cool.”



BRIEFINGS

WINTER GRADS ON TO THE NEXT STEP

On December 18, 2021, Eller graduates, faculty, staff, friends and family gathered together at Centennial Hall to celebrate the culmination of a master's degree for the Eller College graduating class of 2021.

Walt Zipperman '69, chair of Eller's Board of Trustees, gave the keynote speech, and a live mariachi band played at the beginning of the ceremony, even surprising guests with their rendition of the "Bear Down" song.



FRED J. COX MEMORIAL ENDOWED SCHOLARSHIP CROWDFUNDING CAMPAIGN

During September 2021, the Eller College of Management held a crowdfunding campaign for the Fred J. Cox Memorial Endowed Scholarship, which was created to honor **Fred Cox** '97 BSBA (Entrepreneurship). Cox was beginning his career at Sandler O'Neil & Partners in the World Trade Center when the attacks on 9/11 occurred.

The scholarship money—which totaled more than \$13,000—will be used to reward outstanding entrepreneurship students that exemplify Cox's passion, integrity and grit.



2021 SUIT UP SALES CHALLENGE

On October 15, 2021, the Department of Marketing and the Professional Development Center hosted the 2021 Annual Suit Up Sales Competition—a one-day collegiate sales competition that showcases professional sales talents of University of Arizona students, connects corporate recruiters, donors and university alumni and advisor board members with college students who share their passion for professional sales.

Approximately 80 students participated in this year's competition.

In the senior division, first place went to **Hanna Besedin** '22 BBA (Marketing); second place went to **Jackson Westho** '22 BSBA (Management); and third place went to **Ellie Fults** '22 BSBA (MIS/Marketing). They were awarded prize money of \$1,000, \$750 and \$500 respectively.

In the non-senior division first, second and third place went to **Sam Rabiner** '23 BBA (Management/Business Administration), **Michael Waybright** '23 BSBA (Management) and **Joseph Paglia** (Pre-Business), respectively, all of whom also received prize money.

Sponsors for the 2021 competition were all representatives from notable companies, including AT&T, NOVA Home Loans, Paycom, Pepsico/Frito-Lay, Altria, Oracle, Insight Global, Northwestern Mutual, E.J. Gallo Winery, Dell Technologies and more.

ELLER MIS PROFESSOR RECEIVES INFORMS ISS DISTINGUISHED FELLOW AWARD



Sudha Ram, professor of management information systems and Anheuser-Busch Foundation Professor in Entrepreneurial Studies, was awarded the 2021 Informs ISS Distinguished Fellow Award.

This award recognizes individuals who make outstanding intellectual contributions in the field of information systems. The awards committee takes into consideration various scholarly contributions, including publications that have made a significant impact on theory, research and practice; intellectual leadership in the discipline as reflected in editorial appointments, particularly of Informs journals; and intellectual stewardship of the field as reflected in the mentoring of doctoral students and young researchers.

“I have spent more than 35 years in the information systems field,” says Ram. “This community has inspired me, provided intellectual stimulation, encouraged and constantly helped me to learn about new and interesting research problems to solve and forge new paths in many different ways.”

NEURO-ID AND ELLER PROFESSOR SECURES \$35 MILLION IN FUNDING



Neuro-ID, a company co-launched in 2014 by Joe Valacich, Munsinger Professor of Entrepreneurship and Innovation in Eller College, has raised \$35 million in Series B funding led by Canapi Ventures.

Neuro-ID will use the additional capital to accelerate its mission of unlocking conversion and optimizing fraud screening for digital organizations of all sizes. Neuro-ID delivers real-time behavioral analytics solutions that combat online fraud, increase conversion rates and improve customer experiences.

“These issues have created a huge market opportunity for Neuro-ID to help our clients see their best customers very early in the digital process,” says Valacich. “The additional capital from Walker and the team at Canapi provides the resources and deep domain expertise needed to fuel our growth in the years ahead.”



HOPE SCHAU NAMED EXECUTIVE DIRECTOR OF THE MCGUIRE CENTER FOR ENTREPRENEURSHIP



Hope Schau, Eller Professor of Marketing, has been appointed executive director of the McGuire Center for Entrepreneurship and has been named the Jim and Pamela Muzzy Chair of Entrepreneurship and Innovation. Schau will begin her role as executive director during Spring 2022.

John Sharp, co-chair of the New Venture Development Program and mentor in residence, will remain as director of the McGuire Center.

“I thank both Hope and John for their strong commitment to the Eller College,” says Jeff Chatzberg, dean for an interim period and Frances McClelland Chair of Accounting. “I am very excited about this outstanding long-term leadership team in the McGuire Center.”

DELOITTE FUTURE OF WORK INSTITUTE



The Eller College of Management and Deloitte partnered together to bring students a new Future of Work Institute which will help them prepare to navigate future careers and be leaders in this rapidly changing world.

Designed for both undergraduate and MBA students, the Future of Work institute includes a set of core lab experiences to develop a common foundation for what the Future of Work means, activities to apply knowledge and gain professional exposure and a final ceremony to reflect upon the experience.

The 21 students who completed all core labs and activities were awarded a Deloitte credential to show their mastery of the program.

SHAMROCK FOODS

After 100 Years, Its Story is Just Beginning

This year marks a major milestone for Phoenix-based Shamrock Foods Company. After 100 years and multiple generations of leadership, the company is celebrating its past, present, and all that is yet to come.

“A lot of successes along the way have gotten us to this milestone,” says **Kent McClelland** ’22 (Honorary), president and CEO of the privately held, family-owned and -operated Forbes 500 company. “Our longtime goal has been to be the leader in whatever business we choose to compete in—and I believe that is our future.”

McClelland is a third-generation leader at Shamrock who got a taste of the family business at age 13 and pursued a career in banking post-college before returning to his roots. His grandfather, William Thomas McClelland, a

native of Ireland who emigrated to Tucson in 1912, founded Shamrock Dairy in 1922—with only 20 cows and a Model T truck.

“My grandfather’s leadership style was to work hard, do the right thing and stand up for what he believed,” McClelland says. “He was always trying to find ways to get better. He established a relationship with the University of Arizona’s agricultural department almost from the beginning, and that collaboration was so important to our early success.”

The company—whose headquarters relocated to Phoenix in the 1960s under the leadership of Kent’s father, Norman McClelland—now has two divisions, Shamrock





Foods and Shamrock Farms, and more than 5,000 associates nationwide. Shamrock Foods is the largest independent food service company in the West and Shamrock Farms one of the largest family-owned and -operated dairies in the nation.

“What ultimately makes companies successful is having principles that stand the test of time,” McClelland says. “My grandfather established those principles for Shamrock from the very beginning—to have the best people, service and products; be innovative; and support the communities we are privileged to serve.”

Today, the company donates 450,000 pounds of food and milk annually and supports more than 80 nonprofits—from food banks to the arts and education, including the university.

“My father believed in everything about this university and instilled that same belief in me,” says McClelland about Norman, who held dual bachelor’s degrees in agriculture and business administration from the university. “From a very early age, UArizona was knitted into my family. My mom, dad and aunt all went there.”

In May, McClelland—who has a bachelor’s degree in physics from Colorado College and a MBA from the University of California, Los Angeles—will follow in his family’s footsteps when he’s named the Eller College of

Management’s honorary alumnus. There is no doubt his father, who passed away in 2017, would be proud.

“Norman wanted to have a legacy of support to the university,” his son says. “He wanted to support an organization and educational institution that supported him, and he wanted to do so in a meaningful way. That philosophy remains important to me today.”

His family’s contributions have a physical presence on campus through McClelland Hall, which houses the Eller College, and McClelland Park, home of the Norton School of Family and Consumer Sciences—which also encompasses the Frances McClelland Institute for Children, Youth, and Families, named for Kent’s aunt.

And while the company’s reach has expanded, McClelland added there will always be a special emphasis on giving back in Arizona and staying true to the company’s past.

“The future looks a lot like the past for Shamrock,” he says. “Arizona is ingrained in who we are and what we do. And while much has changed, some things will always remain the same. But I’m confident that, while we’re already 100 years into business, our story is just beginning.”



A Family Affair

Alumni Connections with Eller at the Root of Them All



Maybe it's because an older sibling you've always admired (or competed against) attended Eller. Or maybe you met someone at Eller you went on to start a family with. Or maybe growing up listening to your favorite aunt or uncle tell stories of life in McClelland Hall made you want to enroll. There are so many different reasons that brings family members perfectly together within Eller's walls and on the UArizona campus.

The Eller College has more than 55,000 alumni around the world. For many of our alums, attending the University of Arizona and the Eller College goes beyond a simple choice—it's a time honored family tradition. And although each student make Eller her or his home in their own unique way, all who enroll here share a common pride in making up part of the Wildcat nation. All who attend wear the distinction of being an Eller and UArizona alum with honor. All together, they show the world what being a family really means.

This issue of Eller magazine highlights just a few of the many legacy stories of Eller alumni, of parents, grandparents, siblings, cousins, aunts, uncles or spouses who also attended or currently attend Eller. We hope you'll update us on your own legacy stories, too!

COVER STORY

Like Mother...
Like Daughter...
Like Brother...
Like Sister...



Mark Wystrach, Alex Flanagan, Amie Allen, Audrey Wystrach, Andrea Wystrach and Mike Wystrach.

What do a restaurateur, a cattle rancher, a life coach, a veterinarian, a CEO and a musician have in common?

You guessed it—the University of Arizona.

Spoiler alert—there also part of one of Sonoita, Arizona’s best-known families, The Wystrachs.

Mom **Grace (Townsend) Wystrach** and her two sisters **Pamela** and **Sally** started the University of Arizona trend. From there, Grace went on to run the iconic Steak Out and Mercantile in Sonoita for decades.

Her daughter **Audrey Wystrach** ’90 BS earned her bachelor’s in animal science from UArizona and 1990 before going on to graduate from Colorado State University’s veterinary school and then building a group of five animal hospitals in Austin, Texas.

Another daughter **Alex Flanagan** ’93 graduated with a degree in media arts and journalism and is a veteran sportscaster who has worked at NBC Sports, NFL Network, ESPN and Fox Sports.

A third daughter **Amie Allen** ’97 BA majored in Spanish before flourishing in a medical device sales career.

And twin sons **Mark Wystrach** ’02 BSBA (Finance) and **Mike Wystrach** ’02 BSBA (Finance/Entrepreneurship) forged careers as a musician/actor and start-up founder, respectively, after graduating from UArizona.

“The University of Arizona has always played a huge role in my family,” says Mark, lead singer for country music band Midland. “In fact, it’s really the heartbeat of Southern Arizona. I remember how important it was to visit the university for football games when I was a child. It felt like hollowed ground.”

Another constant in the Wystrach family was the integration of business into every day life.

As cattle ranchers (Grace Wystrach was literally the first female in Arizona to be named the cattlemen of the year in 2007) and restaurant owners, it was natural for the Wystrach children to be exposed to the intricacies and details that come with managing land, people and money.

“Business always was around in our family,” says Mark. “We talked about business as a family conversation.”

It makes sense, then, that Mark and his twin Mike would be drawn to UArizona’s venerable business college, Eller. Mark had dreams early on of being an artist or an actor but didn’t quite know how to get there. He credits Eller with giving him the discipline and drive to figure out how to achieve his goal. However, for a while, he also remembers he was not a typical finance student, opting to skateboard to class and launching a party production company his sophomore year.

“That venture was financially viable by the time I graduated,” he says. “I had 12 to 14 full-time employees, so I was running a

full-on business in college at the same time that I was working really hard in the classroom.”

And the book-learning and real-world experience at Eller have lasted well beyond his time on campus. Now as a musician and artist—who also happens to run his own tequila company (Insólito)—he sees how much of an asset it is to understand term sheets and finance agreements.

“Being able to speak the language of business at a high-level helps me build security as an artist,” he says, “and the more financial security I have, the more freedom I have.”

Speaking of financial freedom...In 2021, Mike Wystrach sold his meal-delivery service Freshly to Nestlé for \$1.5 billion.

But that immense accomplishment came after a lot of hard work, wrong turns and failure.

Out of college, Mike got into mortgage lending before pivoting into investment banking at Thomas Weisel Partners. But he wasn’t feeling it. After a few years, he quit and moved back home to work with his parents at the restaurant and ranch.

“I dabbled in some real estate deals around the University of Arizona,” he says. “And then I turned 30.”

That milestone year proved to be a turning point for Mike, who wasn’t happy with the shape he was in, so he started looking for products that would make it really easy for him to eat healthy. A physician family friend gave him some nutrition tips that Mike then took back to the chef at a restaurant he’d opened in Marana in 2008.

“Fast forward 60 days, and I’m in the best shape of my life,” he says. “People started asking me if I would share what I was doing. So Freshly was born.”

The demand turned out to be huge from day one, which floored Mike, who hadn’t necessarily been thinking of starting his own company. And in those early days, he relied on his Eller network to help figure out how to scale. (Freshly’s co-founder is **Carter Comstock** ’09 BSBA (Business Management).)

And it’s a good thing Freshly did take off, because the Marana restaurant Mike had opened did not. “With the financial crisis in 2008, it never had a chance to get up to speed. We shut it down, and it was a huge financial loss for both me and my parents. At the time, I felt like it was a huge failure, and it was very painful.”

But out of the ashes rose the phoenix — a decade after launching Freshly, Nestlé came knocking.

(continued on page 18)

COVER STORY

(continued from page 17)

“Looking back, I am happy I was able to make mistakes and translate them into success,” Mike says. “My parents taught me, and Eller reinforced, to be fine with risk and failure.”

Mike is now further exercising his entrepreneurship muscle with sister Audrey—the pair have founded One Vet, a veterinary service that allows pet parents to access doctors and nursing staff 24 hours a day. The business still consists of modern facilities but couples that with a complete technology package that allows for telemedicine, making it easier to keep track of medical records, pet products and appointments.

“We really want to build an innovative and transformational veterinary care model with first-in-class whole pet care,” says Audrey. They hope to build 50 hospitals in the next three years and will then focus on expanding the brand.

Sister Amie Allen views herself as a bit of an outlier from her siblings when it comes to career paths, but she sees now, as she helps out at the family-owned business in Sonoita, that business is an aspect of nearly everything she does.

“I wish I had a background in accounting,” she says. “I’ve had to teach myself quite a bit along the way. My siblings who graduated with a business degree are great advisors when I need them.”

In all, some half a dozen Wystrachs chartered their course after attending the University of Arizona—and the next generation of Wystrachs will do the same. Alex’s daughter was just accepted. Amie’s two children, though only in middle school, have already adopted the mindset that they are UArizona-bound.

“There’s just something about it,” Mark says of the university and its home. “The way the university sits in the center of a city that is set in the basin of four mountain ranges lends itself to majesty and expansive beauty, and that reflects on the people who attend the school and created an atmosphere of dreaming and expansive thinking.”



Mark Wystrach, Alex Flanagan, Amie Allen, Michael Wystrach (father), Grace Wystrach (mother), Audrey Wystrach, Andrea Wystrach and Mike Wystrach



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COVER STORY





A Match Made In Eller

What once started out as the path to an undergraduate degree, soon turned into a match made in Eller for **Serida Fong '09 BSBA (Marketing) and **Paul Hara** '08 BSBA (Finance).**

Fong and Hara both left the Eller College with a bachelor's degree, and like most college graduates, probably thought that would be the end of their journey with their alma mater. Little did they know, Eller would give them more than just an education—it would give them a life partner as well.

Unlike most romances that stem at a university, Fong and Hara didn't meet until after they had graduated Eller.

Fong and Hara were set up as blind dates at a mutual friends' wedding—who also happened to be an Eller alum. However, the blind date did not sail as smoothly as their friend thought it would.

"We were put at the same table, but someone didn't place the name cards correctly," says Fong. "So, there was actually someone sitting in between us." (Awkward...)

In fact, Fong noticed Hara was getting along so well with the woman sitting between them that she decided to leave the

table for a drink. When she came back, Hara immediately turned to her and asked: "What do you do?"

Little did she know, Hara had already done some sleuthing on Facebook and knew exactly what she did. Once the conversation picked up, Fong decided to get up and switch seats so they could continue their conversation. "And then we just danced for the rest of the night," she says.

After having a blast at the wedding, Hara invited Fong to Las Vegas with a group of friends—which turned into their first real date. "Even though a first date in Vegas is not advisable, we had a great time and realized that we had so much in common and wanted to keep hanging out," says Fong.

After three and a half years of long distance and an eight-year relationship, Fong and Hara got married on January 29, 2022.

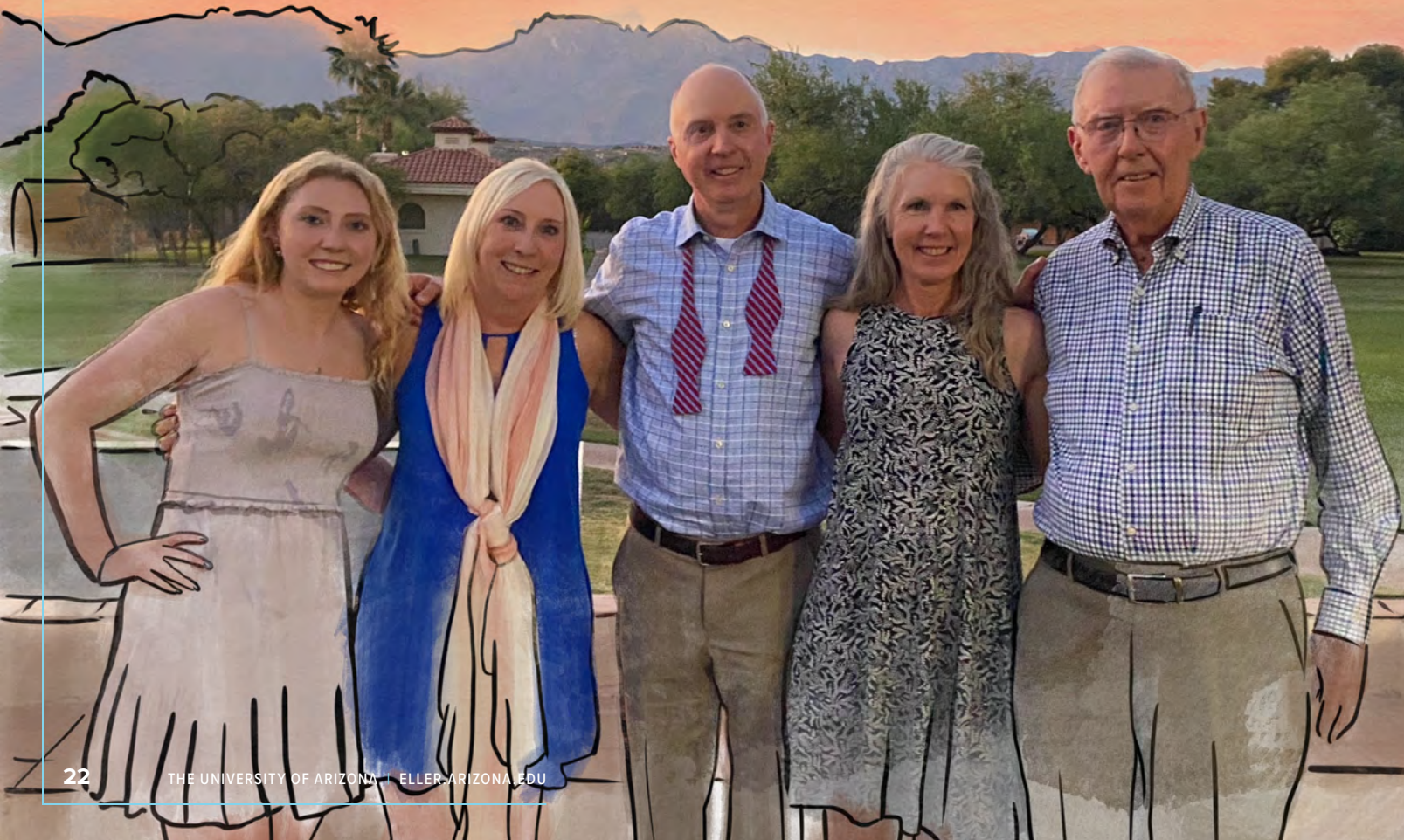
Fong and Hara have continued to show their love for Eller by volunteering as interviewers during the college's professional interviews. They also love to travel internationally, fish and workout.

In the future, Fong and Hara both look forward to finding their balance between work and life and plan to hopefully start a family someday.

"We want to make sure we don't lose that fun part of ourselves and bring that with us and to our children always," they say.



COVER STORY



Four Generations of Wildcats

Given his first name, it seems like **Wilbur Webb '33**

(Mechanical Engineering) and the University of Arizona were destined to be connected. Webb rode the Cavalry in ROTC and played basketball. A lifelong resident of Arizona, he was a mechanic in the Army during World War II before building his career with Motor's Insurance.

Along the way, he also started a family— his son **Lou Webb '64** graduated from UArizona and also sent his three daughters: twins **Amy** and **Nikki**, who are now physical therapists; and **Molly**, a teacher. Webb's daughter, the late **Karen Wallace '60**, graduated from the College of Education and taught in elementary schools in both Colorado and Wyoming. She also married an Eller alum—**Linn Webb '60** BSBA (Business Economics) '67 MBA, whose career with AT&T affiliate Mountain Bell took the family all over the western United States.

Despite not growing up in Tucson, the bond to UArizona was still strong for the next generation—Linn and Karen's daughter **Katie Bindschadler '90** earned her master's degree in English and their son **Brian Wallace '88** BSBA(Finance) '92 JD did both undergrad and law school at UArizona.

The tradition continues—**Caitlyn Bindschadler '12 '13** earned both her bachelor's and master's in English at the University and is now a school teacher in Tucson; and **Kelsey Wallace** is finishing up her freshman year.

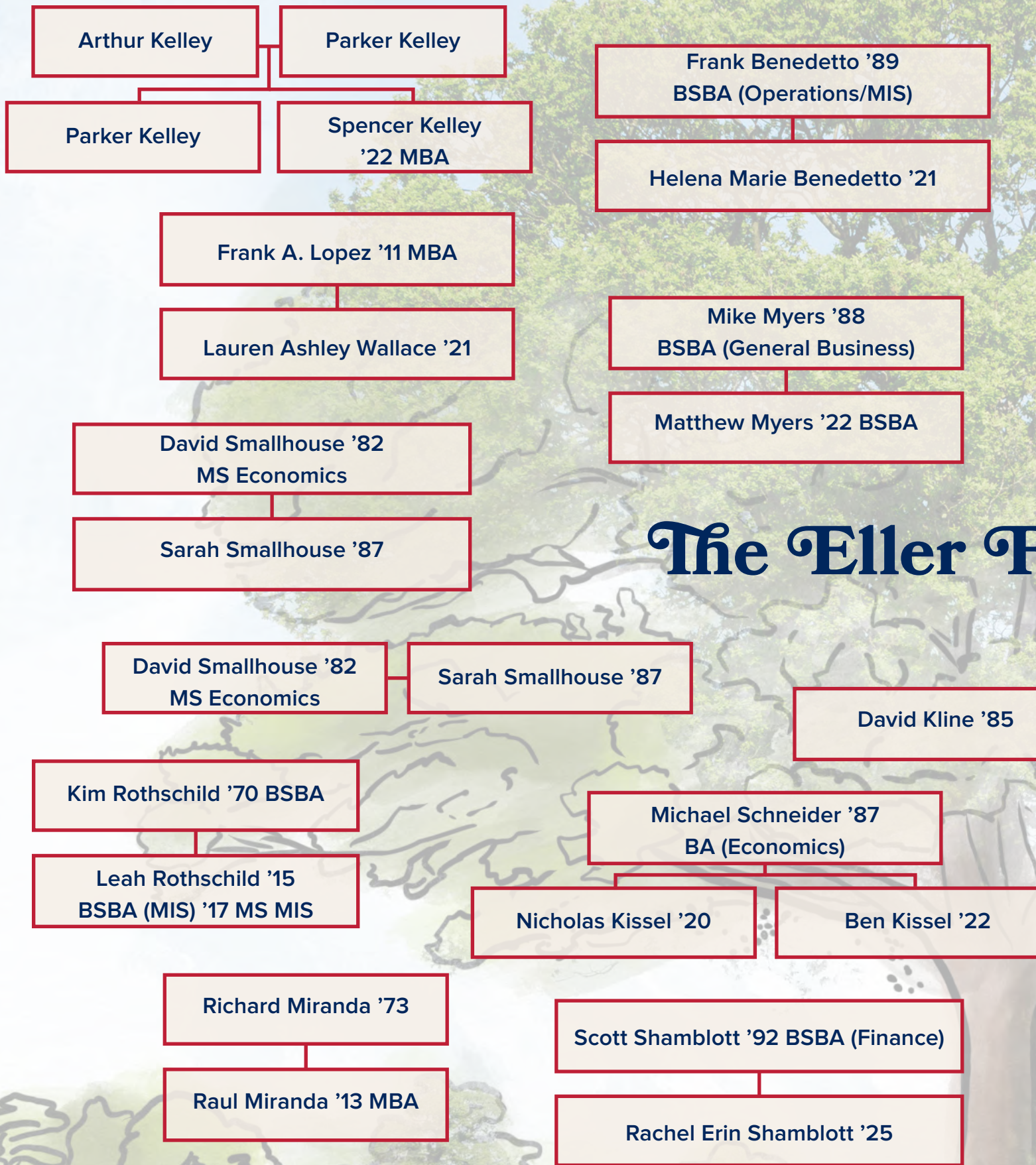
"Her whole life, if we could catch a University basketball or football game in person, we would go," says Brian Wallace. "It was drilled into us from an early age that the University of Arizona was a great place to go to school and it's true!"

Wallace remembers that, during his first year of law school, the University brought back alumni basketball players to walk out on the court during a game. "Steve Kerr was the big attraction," he recalls. "But then they got to the oldest player—Wilbur Webb—and the crowd just went wild cheering for him."

Sounds like a fitting tribute to a Wildcat named Wilbur.

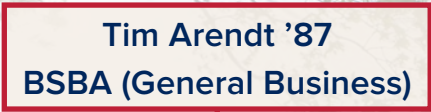
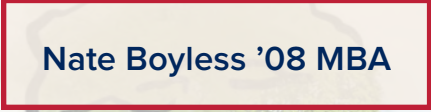
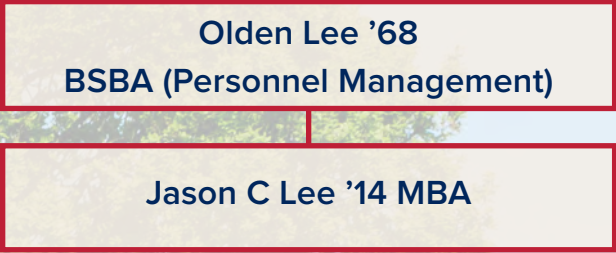
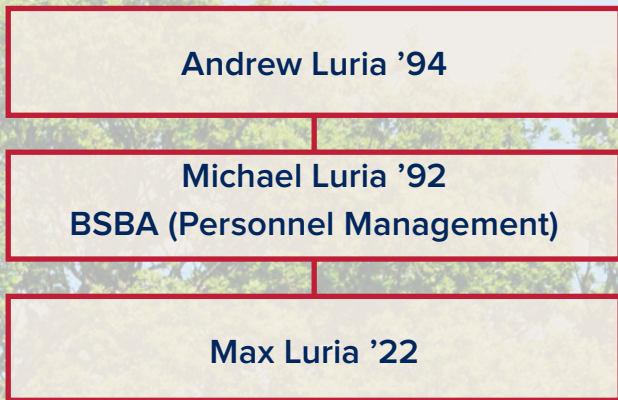


COVER STORY



The Eller Family

Family Tree





COACH HALE COMES HOME

Chip Hale

'87 BSBA

"In the long-run, I want to make sure they get degrees. I want to make sure they get to achieve their dreams."

Walter William "Chip" Hale '87 BSBA

(Finance) knew two things when he graduated from high school in San Jose, California—he was going to play ball and he was going to major in business.

"And from day one, I knew what a good school Eller is," he says. "Going to class, listening to my professors, reading my assignments—those were very formative experiences for me."

It wasn't just academics that informed his college career—it was also *Revenge of the Nerds*, which was filmed during this freshman year. "If you think about it, that movie is about relationships," he says. "And that helped me a lot later in life with coaching—which is all about relationships."

After graduating in four years, he was drafted by the Minnesota Twins and then played with the Los Angeles Dodgers.

"Those were fantastic years," he says. "I was blessed to play a game I loved as a kid and still love, and to support my family doing it."

When his playing career was over, Hale transitioned to the coaching side, eventually joining the Arizona Diamondbacks as manager.

"Managing people is what coaching is," he says. "All my business classes, whether marketing or finance, they all informed the baseball side of my career, too, since as a coach, I have to manage people just like a business."

He credits Eller with teaching him time management and strategic thinking. "I learned those skills in college, and I talk about them now with my players," he says. "For players, almost every

minute of their day is accounted for. But in professional baseball, it's not like that and a player can easily go in the wrong direction—sleeping until noon or staying out till 3 a.m.. So being aware of personal responsibility, time management, self-discipline—these are all things I coach the students about now."

These skills also helped Hale when he faced his own challenges and disappointments. He's been let go from more than one coaching job, but he's come to see that those setbacks have made him a better coach.

And he's also reached the greatest baseball achievement of all—winning the World Series with the Washington Nationals—which wouldn't have happened for him if he hadn't been let go from the Diamondbacks.

"From bat boy to manager to coach, winning the World Series is everyone's goals," he says, "and sharing my knowledge and experience with the players on that winning National team meant everything to me."

Now Hale has returned home to Tucson as coach of the baseball team, and he couldn't be happier, even while he recognizes that his players face different challenges now than he did as a student.

"Working around young people, my perspective changes," he says. "I'm more aware of what's going on with these young players and I get them any help they need at the drop of a hat because, in the long-run, I want to make sure they get degrees. I want to make sure they get to achieve their dreams, whatever their dreams may be."

Sure, he also wants to win a national championship.... But Hale insists his biggest goal is to make sure players are learning how to be productive people in society.

However, getting to Omaha would be great.

FEMALE FINANCE ALUM FINDS HER NICHES

If it wasn't for a garbage can, Marie Archibald '16 BSBA (Finance) might not be where she is today....

Because about a decade ago, a garbage can is where she'd thrown her acceptance letter from the University of Arizona. Her mother ended up digging it out and learning not only was Archibald accepted—she'd earned a scholarship.

After she enrolled, Archibald focused exclusively on grades at first, but then, once she acclimated to Eller, she joined the Investments Club and even went on to become president of the club her senior year.

But despite the growing sense of community, Archibald found she had to carve out some niches.

"Being a woman in finance, even at Eller, was a rarity," says Archibald. Such a rarity that during her senior year, she and classmate Kelly Chavez, along with support from Jeff Elter, a director in the Professional Development Center, started the Women in Finance brunch, geared specifically to expose younger, pre-business female students to finance careers of which they might otherwise be unaware.

"Women in Finance set out to explain that there's a lot of fun in finance," says Archibald. "So much of one's career in finance is about sales and relationship building, and fun is not stressed nearly enough—it doesn't have to be all spreadsheets."

After graduation, Archibald went to Goldman Sachs in investment banking, where she sat on the trading floor with half a dozen other people—all men.

"There were other women on the floor and in other groups, and a woman ran the floor I was on," she recalls, "but I was the only one on my team. Maybe I was a little naïve in thinking gender didn't matter, but small things started to make me realize that maybe it still does."

For example, when her male co-workers all hit the gym together or went to get drinks together, Archibald couldn't help but wonder what work topics were discussed that she wasn't a part of.

"That was the start of me understanding that while we're raised to think 'girl power' and that opportunities are equal, it might not yet be true," she says.

To further strengthen her niche, Archibald earned her MBA at Harvard Business School, which opened new doors for her, giving her the chance to reimagine her career.

"I'd always had an interest in real estate and the MBA confirmed for me that I wanted to explore the field," she says.

Her new perspective paid off when she was offered a position in real estate development with Trammell Crow Company in Texas—where she'd grown up and thrown out that acceptance letter years before.

At TCC, based in Austin, Archibald works on everything from buying land to hiring architects, from raising debt to picking out countertops as the firm develops iconic downtown high rises, transforming the city. Currently, she's working on a 377-unit apartment building in the trendy Rainey district.

However, she still sees gender inequality, particularly with the attrition of women at higher levels in real estate, and she credits the allies on her team for going out of their way to acknowledge they, too, see it.

"We're headed in the right direction," she says.

"Equal representation needs to start early on, in academia and in the workforce. We need to make balance easier, for men and women, because both need to play an equal role at work and home."

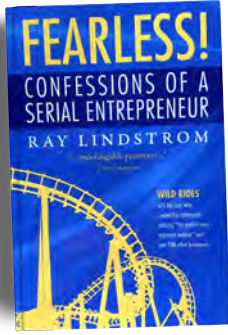
Marie Archibald

'16 BSBA (FINANCE)

"Equal representation needs to start early on, in academia and in the workforce. We need to make balance easier, for men and women, because both need to play an equal role at work and home."

CLASS NOTES

1960s-70s



Ray Lindstrom '65 (BSBA) was inducted into the Arizona Broadcasters Association and Catalina High School Halls of Fame. He is also the author of the book *Fearless: Confessions of a Serial Entrepreneur* (Varberg Press).

1990s

Eileen Andeen '94 BSBA (Finance) '16 MBA, who is on the Paradise Valley town council, wrote an opinion piece on the town's finances that was published in the town's newspaper.

Ed Long '94 MBA writes to say he went from a midlevel industrial engineer at IBM to managing billions of dollars on Wall Street for some of the biggest firms. Currently his mid-size firm was ranked number 15 in CNBC's top 100 Advisors, up 11 spots from last year. The firm manages more than \$1.7 billion for clients around the country. He says: "I am a big proponent of the University of Arizona, especially the MBA program since it changed my life."

Jen-hwa "Paul" Hu '98 PhD was recently promoted to assistant dean—programs in Asia at the University of Utah. He will be managing specialized programs at the Seoul, Korea campus.

Congrats to **Maria Robinson** '98 BSBA (General Business Administration) who recently accepted the position of risk management director for the City of Flagstaff.

Ken Gyure '99 MBA joined the Eller College as lecturer in the MIS Department teaching classes in operations and supply chain management. He brings with him his more than 30 years of industry experience in supply chain, operations and project management.

2000s

John Otto '01 MBA was profiled in a *Arizona Daily Star* article on Raytheon's development of super-fast hypersonic missiles and aircraft. The article was re-printed in *Stars and Stripes*, the daily military news source.

Stan Pugsley '02 MBA writes to say he is now an assistant professor/lecturer at the University of Utah Eccles Business School. He teaches in the Information System program, in addition to doing independent consulting for industry clients.

Shayne Neuwirth '03 BSBA (Marketing) emailed to say her company, Shayne Neuwirth CPA, in Scottsdale, has been voted the number one CPA firm by *AZ Big Media*.

Mohit "Moe" Asnani '05 BSBA (MIS) had an article published in *AZ Marijuana*.

The Planetary Science Institute promoted **Maurizio "Maui" Balistreri** '05 BSBA (Accounting) to the position of chief financial officer. He originally joined the institute in 2012 as the controller before transitioning to chief operating officer. He started his career as an auditor with a local public accounting firm and later became the Corporate controller for one of the largest home healthcare providers in Arizona.



Congrats to **Nicole Zoe Garcia** '05 BS (Public Administration), who was recently appointed the criminal department administrator for the Superior Court in Maricopa County, the fourth largest trial court system in the country. Garcia also recently was honored as the Early Career Professional of the Year for the National Association for Court Management.

In November, **Brett Farmiloe** '06 BSBA (Accounting) had an op-ed on automating business processes in *Forbes*.

Cristi Street '06 MBA, who was quoted in a recent article in *Biz Tucson*.

Adela Pedroza '07 MBA writes to say: "My partner and I adopted an infant in the beginning of the pandemic, and she is now 18 months. I also have two step-kids who are in college. I am fortunate to be raising our toddler and also have my own marketing research consultancy, moderating focus groups and



interviews, part-time. I am blessed with both for-profit and nonprofit clients. On a personal level, I stay deeply connected to my Mexican and Jewish roots. I mentor a teenage girl who migrated recently from Guatemala by herself, and I look for other opportunities to give back.”

Congrats to **Paul Hara** '08 BSBA (Finance) and **Serida Fong** '09 BSBA (Marketing), who were married in January 2022.

Tom Judge '08 BSBA (Finance) was appointed chief operating officer at Entertainment Commerce Limited, where he will be responsible for operations, partner success and international expansion, overseeing the business teams to optimize processes and ensure sustainable company growth. Previously, he worked at Rocket Internet, leading operations, technical and customer service teams. He holds a MBA from The University of Chicago Booth School of Business.

Mario Lopez '08 BSBA (Marketing), wealth advisor and senior vice president at Merrill Lynch in El Paso, Texas, was recently named to Forbes Top Next-Gen Wealth Advisors 2021.

Erik C. Smith '08 BSBA (Accounting) '11 JD was elected shareholder by Gallagher & Kennedy.

Lindsey Benson '09 BSBA (Accounting) has been recognized as a Construction Financial Management Association (CFMA) 40 Under 40 Award honoree. The award program recognizes the best and brightest from the next generation of construction financial management leaders.

2010s

Pandera Systems, a leading services provider of cloud and analytical solutions for corporate and enterprise organizations, appointed **Jeremy Guilfoyle** '08 BFA '15 MBA as vice president of sales for North America and EMEA. In this role, Guilfoyle will be leading the development and execution of Pandera's go-to market strategy and regional expansion to support the rapid growth of their partnership with Google Cloud. Most recently, Guilfoyle was with MavenWave, where he led the go-to market with Google Cloud in his respective region.

After graduating from Eller, **Nitish Bugalia** '13 MS MIS worked at Capital One as a senior data analyst in the Customer Management teams. From there, he moved as a product manager to Capital One headquarters in McLean, Virginia, where he was promoted twice, leading multiple cross-functional teams across various geographies while developing the brand new credit card applications processing systems for Capital One. In 2019, Bugalia and his family moved to Jaipur, where he joined MyTeam11 Fantasy Sports as chief product officer. He is an active angel investor and an advisor to multiple start-ups. “Moving back to India has helped me to become part of one of the fastest-growing economies of the world and opened a lot of opportunities,” says Bugalia. “It goes without saying that the 16 months I spent at Eller were truly transformational and helped form my ideologies, which I was not so sure about when I decided to pursue my MBA. It would be my pleasure to help fellow alumni or students that may be seeking some clarity on their choices.”

40/40

TUCSON HISPANIC CHAMBER OF COMMERCE

Congrats to these Eller alumni, students and staff for being recognized in the new Tucson Hispanic Chamber of Commerce 40 Under 40 Awards:

Adam Begody (Development Team)

Bethany Bruzzi '24 MBA

Adam Goldstein '06 BSBA (Finance)

Eric Smith '12 BSBA (Business Management) '18 MBA

Alicia White '10 MAcc

CLASS NOTES

2010s

Congrats to **Mary Myles** '13 BSBA (Marketing, Management and Entrepreneurship) who was recognized as a 2021 Rising Marketing Star by the Association of National Advertisers in October 2021.

Luis Soto Carrillo '14 MBA was promoted to vice president of marketing with Vantage West Credit Union.

Stream Realty Partners appointed **Paige Gunn** '15 BSBA (Business Economics) as a vice president of industrial brokerage in its Chicago office. She joins Stream from Transwestern, where she helped lead a capital markets team. At Stream, she will be focused on helping to build the industrial brokerage platform.

In August, **Kassandra Garcia** '17 BSBA (Accounting), '22 MBA was featured in a *Mitú* article as the highest-ranking Latina in the National Football League.

Kim Cota-Robles '19 MBA is the new public announcer for the Tucson Roadrunners—the first woman to serve as a regular public-address announcer for a professional hockey team in the U.S.



Lacy Cain '19 BSBA (Accounting/Entrepreneurship) is featured in the inaugural issue of *AZInno*, a new publication by the Phoenix Business Journals. Congratulations to **Allison Otu** '19 MBA on her appointment as chair of the Phoenix Women's Commission. Otu recently joined the Cronkite School at Arizona State University as the school's first executive director of marketing and communications.

Talia Sabbath '19 BSBA (Marketing) recently accepted a job offer with the Democratic National Committee to be a senior digital ads strategist. She will relocate to Washington, D.C. from New York City for the role.

A personal essay about competing in Miss New York USA by **Bryanna Samuels** '19 BSBA (Finance) was published on Swaay.com.

Beatris Mendez Gandica '18 MS (MIS) was selected to be part of *The New Latina: 100 Millennials Shaping Our World* (Brooklands).

2020s

Irving Green '20 BSBA (MIS/Accounting) writes to say: "Got my dream job at American Airlines in September of 2021! :)"

Congrats to **Tyler Manfrin** '20 BSBA (M&O) who was recognized by Insight Global, where he works as a resource manager, as a Person of the Month.

Amir Meraban '20 MBA writes to say: "I was recently completing a physiological expedition offshore in the Beaufort Sea and, thereafter, happened to accept a faculty appointment at the local college for this academic year. To give you some context, the temperatures rarely break above 0°C in the summer and can reach -90°C in the winter with windchill (quite a bit of the sea surface freezes)... In my time up there, I will be using my study of business administration and healthcare administration to dive into the Arctic village communities and help grow their economy and businesses (there is actually currently no word for business in Iñupiaq) with workshops and tailored courses. I will also be working with chief medical officers of the state and large hospitals to strengthen the college's allied health program and prepare students for succeeding in and meeting the needs of the healthcare industry. The college also serves pre-college students so, due to their lack of exposure to aviation and my piloting background, I am also working on bringing planes and pilots up here in the summer to offer students the opportunity of embarking on a real-life discovery flight (and the certified flight instructors the opportunity to fly in a new environment)."



In Memoriam

Col. Benjamin H. Anderson, 1952, BSBA, Marketing

Christopher J. Anger, 2018, BSBA, MIS

Alden F. Barker, 1952, BSBA, General Business

Thomas E. Bowles, 1966, BSBA, Marketing

Kathleen F. Calcagno, 1969, BSBA, Finance and Business Economics

Bruce A. Caris, 1997, MBA

Herbert C. Chambers, 1964, BSPA, Law Enforcement Administration

Vincent R. Ciruzzi, 1950, BSBA, Finance

Paul W. Colarich, 1965, BSBA, Real Estate

Scott T. Conway, 1986, BSBA, General Business

Ruel N. Cooper, 1965, BSBA, Finance

Hopkin T. Cox, 1972, BSPA, Transportation/Public Utilities

Marjorie P. Cummings, 1948, BSBA, Accounting

Richard L. Czech, 1972, BSPA, Public Administration

Carlos De La Trinidad, 1960, BSBA, General Business

Robbie D. Dosty, 1981, BSPA, Public Recreation Administration

Robert K. Dussair, 1962, BSBA, General Business

James F. Erlandsen, 1970, BSBA, Accounting

Joseph W. Flaharty, 1982, BSBA, Personnel Management

Joseph S. Gasca, 1963, BSBA, Marketing

Michael I. Gordon, 1974, MBA

Robert B. Gri ths, 1972, MBA

John W. Guyader, 1968, BSBA, Marketing

James M. Haag, 1966, BSBA, Accounting

Marion D. Hall, 1970, BSPA, Correctional Administration

Arthur J. Halverson, 1956, BSBA, General Business

Joe M. Hernandez, 1969, BSPA, Correctional Administration

Leland A. Hersh, 1960, BS, Marketing

James J. Hilkemeyer, 1968, BSBA, Accounting

Roger J. Hodges, 1957, BSBA, General Business

Laura L. Hudelson, 1971, BA, Marketing

James A. Ingwalson, 1962, BSBA, Marketing

Robert A. Ironside, 1963, MBA

John R. Izard, 1955, BSBA, General Business

Joseph H. Johndrow, 1963, BSBA, Marketing

Charles N. Johnson, 1954, BSPA, Marketing

Sherrie A. Kahn-Reddick, 1955, BSBA, Marketing

Henry A. Knapp, 1971, BSBA, Accounting

Joaquin E. Kremer, 1992/2001, BSBA/MBA, MIS

Martin H. Lujan, 1976, BSPA, Public Management

Ira J. Massey, 1968, BSBA, Marketing

Col. Allen K. McDonald, 1975, MA, Economics

William F. McDonald, 1963, BSBA, Production Management

David A. Misantoni, 1976, BA, Economics

Myles G. Mooney, 1969, BSBA, Production/Operation Management

Betsey S. Moore, 1982, MBA,

William F. O'Connor, 1976, BSBA, Insurance

Siegfried R. Oelssner, 1964, BSBA, Marketing

Doris O. Osborn, 1953, BSBA, General Business

James M. Pratt, 1972, MBA

David M. Rabenowitz, 1961, BA, Economics

Donna R. Rainville, 1998, BSBA, Marketing

Ruth S. Ralston, 1941, BSPA, Public Administration

James B. Reidy, 1954/1955, BSBA/MBA, Accounting

Mitchell L. Rei , 1957, BSBA, Business Economics

Laura M. Russell, 1989, BSBA, Accounting

Gerald R. Sanders, 1966, BSBA, General Business

John Schroeder, 1949, BSBA, Finance

Jayne A. Sha er, 1980, BSBA, Accounting

Marcelene J. Silver, 1997, MBA

Kirby Smithe, 1963, BSBA, Insurance

Norman J. Speckmaier, 1956, BSBA , General Business

John M. Strefeler, 1975/1977, Master/PhD, Accounting

Timothy R. Studer, 1972, BSBA, Finance

James A. Sturm, 1970, BSBA, General Business

Senan E. Sweeney, 1968, BS, Real Estate

Hugh S. Thompson, 1980, BSBA, General Business

Michael S. Wall, 1973, MBA

Gayle L. West, 1980, MS, Finance

Russell J. Yokom, 1971, MBA

Last Word on

THE AMERICAN CANNABIS RENAISSANCE

In 1999 and 2000, when I was a pre-MIS student on the C200 block of the La Paz dormitories, I would have found the notion of opening a legal cannabis dispensary a mile away from my academic abode to be incongruent with reality. Looking back, I don't believe I would have known how to organically scale our operation from three to more than 200 local employees without the combination of having a good business partner, Eller training, crashing my first startup and my experience in health systems at Kansas City-based Cerner and HealthTrio in Tucson.

WELLNESS CPG | CANNABIS CONSUMER PACKAGED GOODS

Cannabis consumers have had a few years to develop sophisticated purchasing habits as new options are created rapidly. In 2019, there were no vegan, ketogenic or multi-cannabinoid products available. Today, we carry more than 800 SKUs that include not just those items, but patented metered-dose precision products. Since we are vertically integrated in the areas of indoor agriculture, manufacturing and packaging, I have developed a lasting love for launching new products.

CANNABIS BIOTECH

With medical cannabis formulation companies currently doing pharmaceutical and nutraceutical research, I believe there will be a cannabis biotechnology sector that will add hundreds of billions of dollars in the next decade. In the last eight years, I have seen many examples of anecdotal evidence with some cancer patients that have gone into remission after using cannabis oil extracted using a very specific methodology and specific strain types. Our R&D team is working with an Israeli applied sciences group to develop a new product focused on boosting immunity using proprietary terpene and cannabinoid ratios.

ANCILLARY GROWTH AREAS

Cannabis products are unique in that individual batches must be tested by a third party before being saleable. They are also required to be child-resistant. We are working with an ESG-focused materials science company on solving the balance of the legal requirement of stopping a child from opening a container, ensuring that those with a disability can open it and finding a way to make the container biodegradable.

THREATS AND OPPORTUNITIES

When I saw Canadian investor Kevin O'Leary speak about cannabis at the MJBizDaily New Orleans Conference in the spring of 2018, he said one number that I will never forget. At the time, "Mr. Wonderful" said that about \$4.75 trillion dollar's worth of assets under management were not allowed to invest in American cannabis due to federal Schedule 1 status. Most major banks, lending institutions, sovereign wealth funds, private equity firms, hedge funds, pension and retirement funds and payment providers are not legally allowed to work with us. As a federally prohibited nascent industry that sits at the intersection of business and politics, the federal legality of cannabis is a binary situation that can only be favorable if the right strategy is paired with the right amount of lobbying to make cannabis a low-risk area of growth. If cannabis is provided the access to capital paired with legislation that favors American businesses, it will ignite a growth spike in multiple sectors while adding tremendous asset breadth to the markets.



Mohit "Moe" Asnani

'05 BSBA (MIS)

Moe Asnani '05 BSBA (MIS) immigrated to the United States with his mother from India in 1995. He discovered the benefits of medical marijuana when his mother was first diagnosed with breast cancer in 2006. He believes that American companies in medical or adult use states that have developed products using marijuana or its derivatives should have a higher priority to protect their intellectual property than foreign companies who have federally legal programs and are rushing to file provisional patents with the U.S. Patent & Trademark Office. He is currently a partner in two Arizona dispensaries, The Downtown Dispensary & D2 Dispensary. His mother passed away in August 2016 from terminal cancer.

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Spring 2022 and Beyond Events

FEBRUARY 9:	Eller Undergraduate In-Person Career Showcase
MARCH 18:	Eller Undergraduate Virtual Business Showcase
APRIL 1:	Meritage Competition
APRIL 9:	Financial Modeling University Championship
MAY 12:	Graduate Convocation
MAY 13:	University of Arizona Commencement
MAY 14:	Undergraduate Convocation

View all events at eller.arizona.edu/events



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