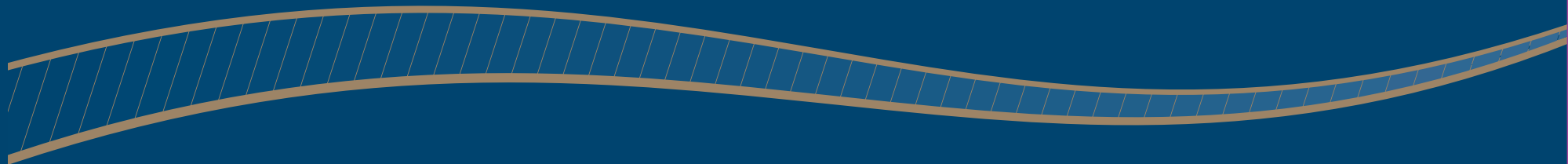


from exceptional TO EXTRAORDINARY



THE CAMPAIGN FOR WILLAMETTE



ATKINSON GRADUATE SCHOOL OF MANAGEMENT

first endowment campaign

GLOBAL PERSPECTIVE WILLAMETTE UNIVERSITY WAS FOUNDED
BY PIONEERS WHO RISKED EVERYTHING TO MOVE TO THE NORTHWEST.
THIS INNOVATIVE SPIRIT IS EXEMPLIFIED BY OUR ALUMNI, PURSUING
THEIR OWN PATHS TO SUCCESS AROUND THE WORLD.



▼ New York
We 2:06 pm ☆

▼ Tokyo
Th 3:06 am

▼ London
We 7:06 pm ☆

▼ Paris
We 8:06 pm ☆



Geo. H. ATKINSON
GRADUATE SCHOOL OF MANAGEMENT

WILSON & WILSON
BUILDING

DEAN'S MESSAGE

Case for Campaign Support

WILLAMETTE UNIVERSITY'S Atkinson Graduate School of Management offers more than just management education. Our students, faculty and alumni are engaged in hands-on, experiential projects that impact a variety of organizations around the world. With a commitment to the rich traditions at Willamette and a spirit of innovation, Atkinson's exceptional people create extraordinary results.

Our goals represent an immediate and essential need to achieve the pace of growth expected from a top business school. We are responsible for preparing our students to lead others and to address any challenge with cultural sensitivity and solid ethical principles. Our alumni embody these values as they represent multinational organizations and apply on a global scale what they learned at Atkinson.

The Atkinson Graduate School of Management has truly distinguished itself as an international program throughout its 30-year history. With exciting goals in place, we seek additional investments from our donors to make these plans a reality. Thank you for your continued support.



James A. Goodrich, PhD

Dean, Atkinson Graduate School of Management



GLOBAL POSITION ATKINSON IS FEATURED IN PRINCETON REVIEW'S BEST BUSINESS SCHOOLS PUBLICATION, PLUS U.S. NEWS & WORLD REPORT RANKED THE MBA PROGRAM 28TH IN THE COUNTRY FOR THE SPECIALTY AREA OF "PUBLIC AFFAIRS, PUBLIC FINANCE & BUDGETING".

ENDOWED SCHOLARSHIPS — AN INVESTMENT IN HUMAN CAPITAL

Campaign Goal: \$2 million



SCHOLARSHIPS CAN
INCREASE FULL-TIME
MBA ENROLLMENT WHILE
IMPROVING STUDENT
CREDENTIALS AND
DIVERSIFYING OUR
STUDENT POPULATION.

ONE OF THE MOST accurate measures of any MBA program is the success of its graduates. It is this human capital that best represents a university in the marketplace and increases the value of its business degree. Throughout the past 30 years, the Atkinson Graduate School of Management has never strayed from this key endeavor — to develop the most qualified leaders in business and management. Our success is demonstrated by the many accomplishments of our alumni around the globe.

The current growth of the Atkinson MBA program both domestically and internationally exemplifies the role of endowed scholarships. This funding acts as the strongest resource in recruiting and retaining those most valuable to the success of our enterprise. An investment in endowed scholarships pays high returns by helping Willamette attract the strongest, most qualified students. To this end, increasing the amount of endowed scholarships is a key priority in this fund-raising campaign. Reaching our goals in this area will be especially important as we focus on increasing full-time enrollment while improving student credentials and diversity. The students we support today through the benefit of endowed scholarships will represent us well. MBA graduates bring diversity, professionalism and a competitive spirit unlike any other to the global economy.

the bottom line:



- + SCHOLARSHIP SUPPORT FOR STUDENTS RANGES FROM 25 PERCENT TO 100 PERCENT OF TUITION.
- + 79 PERCENT OF ATKINSON STUDENTS RECEIVE SCHOLARSHIPS AND/OR LOANS.
- + APPROXIMATELY HALF OF ALL STUDENTS ENROLLED AT ATKINSON RECEIVE SCHOLARSHIP SUPPORT.



Positioning:
 INVESTING IN PEOPLE



“TEACHING DOES NOT
 JUST HAPPEN DURING
 CLASS TIME.”

LISBETH CLAUS
 ASSOCIATE PROFESSOR

LISBETH CLAUS, ASSOCIATE PROFESSOR of global human resources, knows about the importance of investing in people. “At Atkinson, the faculty works closely with students to hone professional skills as well as develop essential competencies that can create value for their future employers.”

Claus focuses her efforts on helping students excel both inside and outside the classroom. “I believe that mentoring and coaching our MBA students is the single most valuable ingredient for their successful career,” says Claus. “Teaching does not just happen during class time, but extends to the many interactions between faculty, staff, alumni and students as part of the Atkinson community.”

Kyle Roadman, MBA ’06, made valuable contacts through Willamette that helped him acquire his internship at Tektronix. “My internship is a big part of my long-term plans. I’ve enjoyed the opportunity to experience different aspects of the business world within the classroom, and I’ve developed an interest in new areas.”

Roadman received the prestigious Butler Scholarship, given to students whose academic credentials place them in the top 10 percent of the incoming class. “The scholarship offer I received made Willamette far and away the best value in my situation,” says Roadman. “As a result, I’ve been able to stay in Oregon and make valuable contacts in the local business community.”





ACADEMIC EXCELLENCE — DIFFERENTIATION AND COMPETITIVE ADVANTAGE

Campaign Goal: \$6 million

NEVER HAS THE COMPETITION for talented graduate students been stronger. The growing national reputation of the school continues to draw the attention of exceptional students for one primary reason — since 1974, Atkinson has maintained the competitive edge by adhering to its core values of academic excellence. These values include:

- *An integrated curriculum that draws on current events and practical application*
- *Strong leadership from faculty who have extensive experience in their respective fields*
- *An environment of accessibility and interaction where students, faculty and staff freely share ideas and insights*
- *Hands-on, experiential activities that embody the values of management across the public, private and non-profit sectors*

Academic excellence at Atkinson extends to faculty, staff, career services, facilities and extension programs such as the Professional MBA program in Portland and the Executive Development Center (EDC). Expansion and enhancement in all these areas are both necessary and timely for the development of the Atkinson Graduate School of Management and our national reputation. As we celebrate the first 30 years of our program, we are currently in an entrepreneurial period of reinvention.

Financial support for academic excellence will allow us to continue to recruit top faculty. We need resources to support the next generation of instructors and mentors and to differentiate our program from others in the market. An investment in academic excellence allows us to continue to remain at the cutting edge of graduate education.



ATKINSON REMAINS ONE OF
ONLY TWO MBA PROGRAMS
IN THE WORLD DUALY
ACCREDITED BY THE AACSB
AND NASPAA.

the bottom line:

- + ONE-THIRD OF ATKINSON'S FACULTY JOINED WILLAMETTE IN 2004. THE AVERAGE COST OF HIRING A TENURE-TRACK FACULTY MEMBER FOR OUR MBA PROGRAM IS \$100,000 WITH AN ADDITIONAL \$30,000 IN FRINGE BENEFITS.
- + APPROXIMATELY 40 PERCENT OF ATKINSON FULL-TIME CURRICULUM IS DEDICATED TO EXPERIENTIAL LEARNING OPPORTUNITIES.
- + WE SEEK TO IMPROVE THE VISIBILITY AND SCOPE OF OUR EXECUTIVE DEVELOPMENT CENTER AND EXPAND THE PROFESSIONAL MBA PROGRAM IN PORTLAND.



Case Study:
THE TAO OF TEA



“THE WAY TO GET THINGS
DONE IS TO STIMULATE
COMPETITION. I DO NOT MEAN
IN A SORDID, MONEY-GETTING
WAY, BUT IN THE DESIRE
TO EXCEL.”

CHARLES SCHWAB

VEERINDER CHAWLA, MBA '90, founded his company with a simple idea — promote tea by selling the best teas in the world. From his studies at Atkinson, Chawla knew that to compete he had to be different. He chose to sell leaf teas organically grown using sustainable methods and processed in ways never before attempted — ways that would create new and better teas. It's an idea that's positioned his company, Tao of Tea, to become the Starbucks of teas.

In a few short years, Tao of Tea has grown to 30 employees, three international teahouses, a retail store, a warehouse, an offshore tea ware manufacturing company and a growing international e-commerce business. Many of Chawla's specially grown and processed teas, which are sold in high-end stores like Zupan's and Whole Foods, command three times the price of traditional teas. In the next few years, he plans to open 20 to 30 walk-up teahouses.

Chawla says two strategies he learned at Atkinson serve him well: keep it simple and the 80/20 rule. “I am a subscriber to keep it simple,” he says smiling broadly as he brews a cup of tea using the traditional Taiwanese method called Gung-fu, meaning “with skill or expertise.” “We've networked all our computers across our stores and warehouse and consolidated our data. I also focus on the 20 percent of my business that represents 80 percent of the value.”

Atkinson also taught him to give back. His company chooses to pay a premium to tea producers in addition to market price to support fair wages in the tea industry. “Be thankful to those who helped you. Be grateful.”



ANNUAL GIVING — CORPORATE SUSTAINABILITY

Campaign Goal: \$500,000



PaCE STUDENTS CREATE
A BUSINESS PLAN AND LATER
HAVE THE OPPORTUNITY
TO IMPLEMENT IT. THEY
ALSO PARTNER WITH A
NON-PROFIT ORGANIZATION,
STRENGTHENING THE
CONCEPT OF CORPORATE
SOCIAL RESPONSIBILITY.

THE COMBINATION of quality teaching, experiential projects and gifted students create the unique Atkinson Graduate School of Management experience. Like any successful business, our competitive advantage is defined by the program's sustainability — our ability to grow and thrive over time.

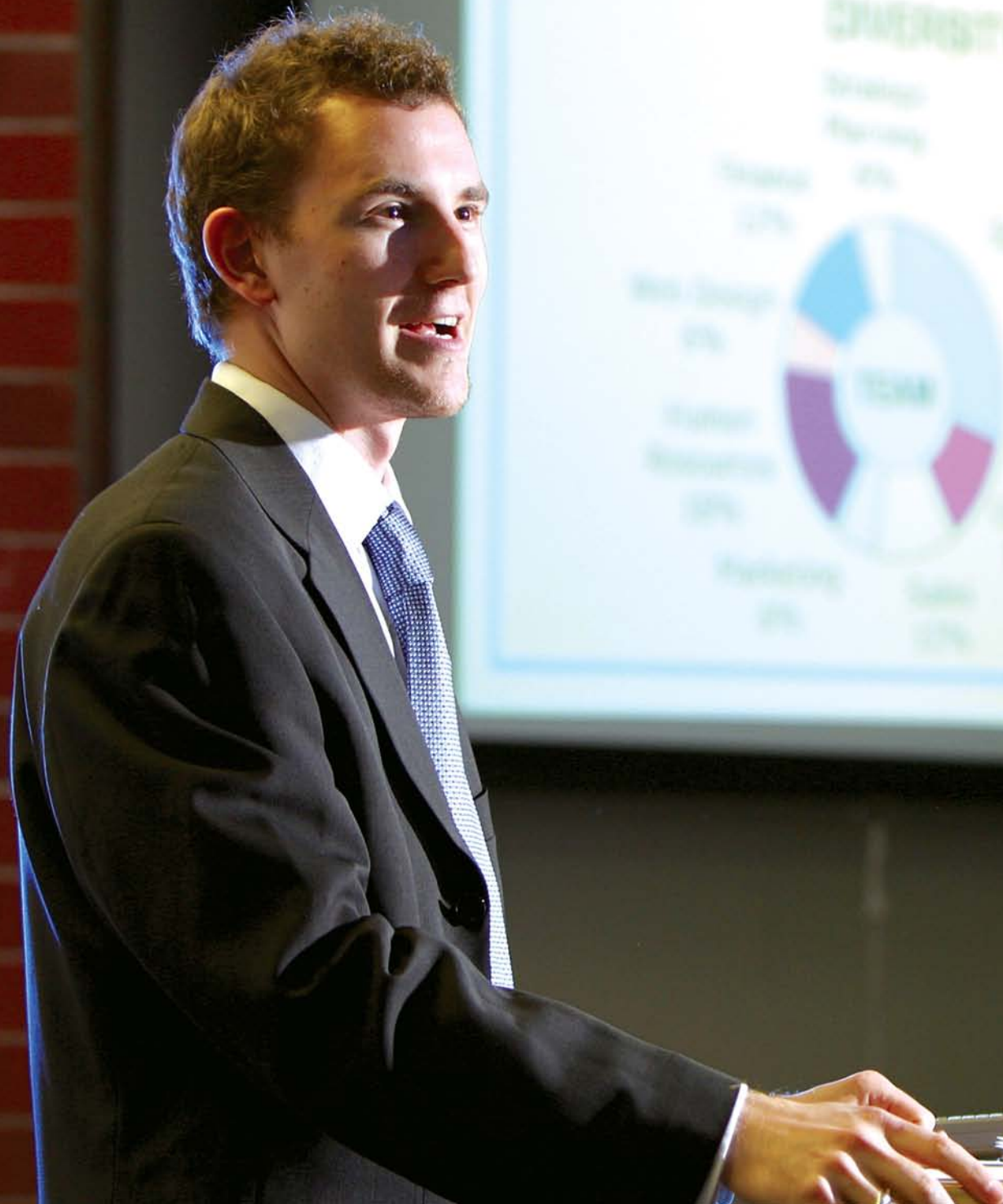
The annual fund supports the quality teaching that takes place in our classrooms every day, as well as special projects that enhance the learning experience. Specialized projects like the hands-on Private, Public and Community Enterprise program (PaCE) teach students practical skills and remind them of their important roles as business leaders, members of their local communities and as players in a global marketplace. The fund also supports the momentum of growth in Atkinson's connections with the community and involvement in outside projects, which have reached a level never before attained by the program.

Managers and directors from large corporations to local non-profits commend the dedication of Atkinson MBA students as they work with them on consulting projects. These projects provide an excellent educational opportunity for the students and successful partnerships between Willamette and the business community. Contributions to annual giving support our students in these projects, help sustain the vitality of our program and increase the value of the Atkinson MBA degree for all alumni.

the bottom line:



- + ETHICS IN BUSINESS — STUDENTS INTERACT WITH A BROAD SPECTRUM OF STAKEHOLDERS IN OREGON'S MOST RESPECTED FIRMS.
- + STUDENT-RUN ORGANIZATIONS — THE BUSINESS WOMEN'S FORUM, ATKINSON STUDENT ASSOCIATION AND THE INTERNATIONAL STUDENT ASSOCIATION, AMONG OTHERS, ALL EMPHASIZE COOPERATION AND MUTUAL LEARNING.





Strategic Partnership: YESTERDAY AND TODAY

A COMBINED TOTAL of 41 years at the Atkinson Graduate School of Management gives Judy O'Neill, director of admissions, and Mike Hand, professor of applied statistics and information systems, a unique perspective on how the school has grown and how it has remained true to the things that make it distinctive.

"The people — the faculty, the staff and the students — make Atkinson special," says O'Neill, who has worked at Atkinson for 15 years. "That hasn't changed. We have a strong community of people who care about each other. Our faculty and staff are very committed to our students."

Hand, who has been teaching at Atkinson for 26 years, agrees. "The community and the relationships make Atkinson special. Atkinson mirrors Willamette's strong emphasis on teaching and creating close relationships."

While the number of faculty and the size of graduating classes have doubled over time, the personalized attention students receive remains constant. It might involve individual meetings with faculty for help on a particularly tough assignment, a networking connection made with an Atkinson alumnus, or just a laugh together in the hallway. "Because Atkinson is a real family, we help students on a daily basis," says O'Neill. "We want them to succeed."



ATKINSON MIRRORS
WILLAMETTE'S STRONG
EMPHASIS ON TEACHING
AND CREATING CLOSE
RELATIONSHIPS.

the bottom line:



SINCE ATKINSON WAS ESTABLISHED IN 1974, 1,665 STUDENTS HAVE COMPLETED THE REQUIREMENTS TO EARN A MASTER'S DEGREE IN BUSINESS AND/OR PUBLIC ADMINISTRATION.



ROI: GIVING FROM THE HART

AS ONE OF ONLY FIVE WOMEN in Atkinson's first graduating class, Betty Hart, MBA '76, values her Atkinson education. "Atkinson opened doors for me and gave me opportunities, which was especially important 30 years ago when such opportunities weren't easy for women to come by," says the woman who is currently CFO for the Salem, Oregon, non-profit Northwest Human Services.

She knows the value of student scholarships, and she believes in giving back. "The scholarship I received at Atkinson was very important to me," says Hart, who contributes to several endowed scholarships and is working to raise funds for the Earl Littrell Scholarship. "Contributing to an endowed scholarship is a way to invest in the future. Endowed scholarships keep giving as time goes on. You not only help the individual scholarship recipient, but you also change the way people do business, which helps the whole community."

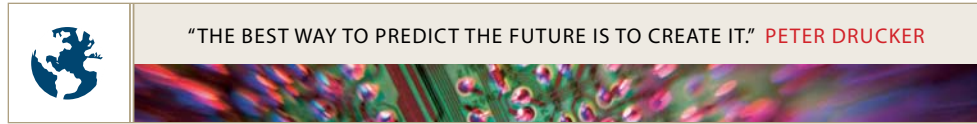


Focus Group: CREATING A FAMILY LEGACY

WILLAMETTE IS A FAMILY TRADITION for the Pine and O'Neill families. Debra Pine graduated from Atkinson with an MBA in 1982; Richard Pine graduated in 1982 with a BS from Willamette and an MBA from Atkinson, completing the six-year academic program in four years to become the youngest AGSM graduate to earn a master's degree. Their daughter, Kylie, is currently a senior at Willamette. Robert and Doris O'Neill, who are Debra's parents and Kylie's grandparents, both graduated in 1950 from Willamette. Doris' sister, Betty Jean Hamilton, graduated from Willamette in 1954.

Philanthropy has an equally long tradition for both families. "We see giving as part of our responsibility, and we take it seriously," says Richard, president of O'Neill Pine Company, a family-owned timber company. "We give back 10 percent of our business profits and require ourselves and our employees to work 10 percent of our work time for non-profits."

Recently, Bob and Doris O'Neill funded AGSM's Student Investment Fund, a real money fund managed by students. Richard serves as chair of the advisory board overseeing the fund. "The Student Investment Fund gives students practical experience with money," explains Debra. "That kind of real life experience creates academic excellence at Atkinson."



The **Atkinson MBA** is often described as a program that emphasizes “learning by doing.” As the program enters this period of expansion, endowed scholarships and annual giving help support what we do best — develop effective managers and business leaders in an environment filled with great teaching and relevant projects. For more than 30 years, the Atkinson MBA has been a successful program because we have helped create successful graduates.

A gift to the Atkinson Graduate School of Management is an investment in our programs, our faculty, our students and the many companies, organizations and communities that benefit from their knowledge and expertise.

BREAKDOWN OF ATKINSON CAMPAIGN (GOAL: \$8.5 MILLION)

