

Haas in the News

Erika Walker, director of admissions and operations for the Undergraduate Program, was quoted in the East Bay Business Times on June 12 in "St. Mary's Cuts Longtime Extension Program." Walker commented that the Haas School's program has expanded to meet increasing demand from both UC Berkeley students and transfer students from community colleges.

Jerry Engel and John Freeman were quoted June 8 in a Financial Times article titled "Many Good Ideas Never Get an Audience." Engel, adjunct professor and executive director of the Lester Center for Entrepreneurship and Innovation, and Freeman, the Helzel Professor of Entrepreneurship and Innovation, discussed the venture capital industry.

Henry Chesbrough, executive director of Haas' Center for Open Innovation, was quoted in a Financial Times article June 8. In "Floodgates Open Up to a Sea of Ideas," Chesbrough spoke on the open source approach of Procter & Gamble.

Paul Otellini, MBA 74, CEO of Intel, was featured in the San Francisco Chronicle in a June 7 article titled "Apple, Intel to Become Partners." For full text: <http://sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2005/06/07/BUGNSD4FCN1.DTL&type=business>

Terrance Odean, associate professor in the Finance Group, was mentioned June 6 in the Dow Jones Newswire in "Day-Trading Retirees Blowing Bubbles." Odean's research with UC Davis professor Brad Barber was cited to explain why trading more frequently can cost investors money.

John Burriss, MBA 70, was profiled in the San Francisco Chronicle on June 5 in "Oakland's Johnnie Cochran: John Burriss is the Go-To Man When You're on the Wrong Side of the Cops." For full text: <http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2005/06/05/CMGL7CDMJT1.DTL>

Severin Borenstein, the E.T. Grether Professor of Business Administration and Public Policy, wrote an article for the San Jose Mercury News on June 2 about drilling in the Arctic National Wildlife Refuge in order to supply oil for California. For full text: <http://www.mercurynews.com/mld/mercurynews/11795227.htm>.

Robert Gleeson, executive director of the Berkeley-Columbia Executive MBA, was quoted in the Contra Costa Times on June 2. Gleeson commented on the Berkeley-Columbia Executive MBA program in "UC Davis plans local MBA program." For full text: <http://www.contracostatimes.com/mld/cctimes/email/news/11795986.htm>

Hal Varian, professor in the Haas Operations and Information Technology Management Group, wrote an editorial in the New York Times titled "Putting a White House Annual Report to a Test" on June 2.

Several articles appeared in European publications on the new partnership between Intel and the Lester Center for Entrepreneurship and Innovation to teach entrepreneurship. Articles ran in Russia, Norway, Bulgaria, the United Kingdom, Poland, and Germany.

Borenstein was quoted in "Unlikely Alliances Fight Fuel Habit" in the San Diego Union-Tribune May 30. He discussed the rising costs of gasoline prices. For full text: http://www.signonsandiego.com/uniontrib/20050530/news_lz1n30energy.html

Peter Sealey, adjunct professor of marketing, was quoted May 29 in an MSNBC.com article titled "ICSC Panel: Grocery Industry Buffeted by Winds of Change." Sealey commented on the traditional supermarkets losing business to specialty stores at a panel discussion at the International Council of Shopping Centers annual meeting. He was also mentioned in the St. Petersburg Times on May 25 in an article titled "Shopping Centers Share Grocer's Pain."

Benjamin Hermalin, the Willis H. Booth Professor of Banking and Finance, was mentioned May 28 in "Stock Options Become Less Desirable as Compensation." Hermalin discussed in the Contra Costa Times article the decreasing number of ordinary employees receiving stock options compared to top executives.

Odean's research was mentioned in the Baton Rouge Advocate May 26 in an article titled "Investors Told to Go Against the Grain."

Borenstein was quoted in the Sacramento Bee article "Strapped Calpine Cuts Back" on May 26 on the California energy crisis. For full text: <http://www.sacbee.com/content/news/energy/story/12956342p-13803716c.html>

Sealey was quoted May 25 in the Los Angeles Times article "Paris' ad goes from frying pan to hot seat." He commented on a new fast food ad that features Paris Hilton.

The Wall Street Journal published a letter to the editor by David Levine, professor in the Economic Analysis and Policy Group and the Organizational Behavior and Industrial Relations Group, and Bhashkar Mazumder, an economist for the Federal Reserve Bank of Chicago, on May 24.

Sealey was quoted in a New York Times article titled "I Love You with All My Hype" on May 22. He commented on how the off screen romances of Hollywood stars affect a motion picture.

Kenneth Rosen, the California State Professor of Real Estate and Urban Economics, was quoted in the San Francisco Chronicle on May 20. The article, titled "High Interest in Interest-only Home Loans," discussed how consumers are affording the increasing housing costs. For full text: <http://www.sfgate.com/cgi-bin/article.cgi?file=/c/a/2005/05/20/MNG5CCS82U1.DTL>

Sealey was quoted in the New York Times in an article titled "Latest 'Star Wars' Movie is Quickly Politicized" on May 19. He expressed that entertainment properties, especially important motion pictures, hold a mirror up to society and often such films are interpreted

within the framework of current events.

Sealey was also interviewed about "Star Wars: Revenge of the Sith" on KGO radio at 6:10 p.m. on May 18.

Paul Otellini, MBA 74, was featured in the San Francisco Chronicle "Changing of the Guard" as he became the new CEO for Intel Corp. on May 18. For full text: <http://www.sfgate.com/cgi-bin/article.cgi?file=/chronicle/archive/2005/05/18/BUGFOQLN21.DTL&type=business>

Borenstein was quoted in a Contra Costa Times article on May 16. He commented on the increasing gasoline prices in "California Lays Claim to Nation's Highest Gas Prices, but Why?"

Levine was quoted in the New York Times in an article titled "Class in America: Shadowy Lines That Still Divide" on May 15. Levine commented on the various class divisions in American society.

Janet Yellen, the Eugene E. and Catherine M. Trefethen Professor of Business Administration, currently on leave as the San Francisco Federal Reserve President, was featured in the Contra Costa Times article titled "Fed's Yellen Sounds Off on State of Economy" on May 15.

Mark Coopersmith, lecturer in entrepreneurship, was quoted in a Washington Post article entitled "Final 'Star Wars' Caps Moneymaking Empire" on May 14. Coopersmith commented on how movie franchises create related revenue streams in areas such as merchandising, and the related benefits and risks. For full text: http://www.washingtonpost.com/wp-dyn/content/article/2005/05/13/AR2005051301512_pf.html