Sarah Behunek

Sarah.Behunek@colorado.edu
@sabsavvy
Director of Alumni Relations and Communications
Key audiences:
• 35,000 alumni
• 3,300 undergraduates and MS, MBAs and Ph.D. students
• Prospective undergraduate and graduate students
• Business Community
• Faculty and Staff
• Business Community

Founded in 1906, the school became Leeds in 2001 after receiving a naming gift.
E-newsletter

Sent at the beginning of each month

20,000 addresses

19% open rate

16% click through rate
Dear Alumni and Friends,

As I have shared with you, we’ve been on the road introducing our new dean, David L. Ikenberry, to Chicago and Los Angeles area alumni. Next up is Denver where we want to thank several of our corporate partners for hosting three upcoming receptions. I encourage Front Range alumni to join us for networking and to hear about the dean’s vision for the school, as well as ongoing partnership opportunities with the business community. Please consider attending one or more of the receptions most convenient for you.

Denver Area Alumni Receptions
August 16-18, 2011
South, Central and North Denver, Colorado

All the best to you and yours,

Sarah Behunek
Director, Alumni Relations and Communications

Gift Endows Finance Chair

The Leeds School of Business alumnus Richard “Dick” M. Burridge Sr. (’51 finance) has made a $2.5 million gift that, combined with other commitments, will establish a new chair, the Burridge Chair in Finance, the first to be established within the school.

“This endowed chair is one major step in my drive to secure the financial strength needed to accomplish the vision that David Ikenberry shares with me for the school,” said Dr. Ikenberry.

From continents around the world, more than 100 Leeds Alumni took part in our Map Yourself contest last month. Congrats to our winners listed below and thanks to all who participated!

Email us with your mailing address to receive your Leeds School prizes.

Jack Mankamyer (MBA ’07)
Kevin McInerny (’87 finance)
Marian Griffiths (’86 finance)
Michael Young (MBA ’06)
AJ Dye (’04 finance)
Carla Villafuerte (’06 management)
Facebook

Friends 2,168
Pre and post events
Drive traffic to Flickr and YouTube
Contests and giveaways
Promote magazine awareness & participation
Post alumni and faculty accolades
Twitter

1,841 Followers
Amplifies posts on other channels
Breaking news, crisis management
Last minute event changes
Immediate access and increased transparency
Collapses geography for increased engagement from a distance.
Results for leedsbiz

leedsbiz Leeds Business
#nomnomnom RT @TrepCafe: Come check out our NEW Udi’s Sandwiches! Veggie, Apple Walnut Chicken Salad, etc.! cc @etaibaron #boulder #Buffs
2 hours ago

leedsbiz Leeds Business
Thx @BoulderBeerCo for our tasty beverages tonight in #Denver at our alumni event w/ #jobs coach @mollywendell: : leeds.ly/rihels
19 hours ago

leedsbiz Leeds Business
Our students hear #ethics #values in #biz dilemmas from top execs in Leadership Challenges course cc @LeedsCESR leeds.ly/q9af5v
21 hours ago

leedsbiz Leeds Business
hey hope you’re having a great semester! #Buffs RT @npsnsb2N3SE: Chillin with @leedsactivities at the @leedsbiz!!! #bizpeeps
21 hours ago

TrepCafe The Trep Cafe
Come check out our NEW Udi’s Sandwiches! Veggie, Apple Walnut Chicken Salad... @leedsbiz @leedsactivities
22 hours ago

RobertLewisMAP Robert Lewis
The SUCCESS Journal is out! bit.ly/knbT3h ➤ Top stories today via @mollwyw11R @linnman @stocknort info @howardor @leedsbiz

Leeds Business
@leedsbiz view full profile ➔
Boulder, Colorado

The Leeds School of Business at CU-Boulder in Colorado offers the curriculum, community, and location to prepare well-rounded thinkers for success. http://leeds.colorado.edu

1,810 Tweets 627 Following 1,841 Followers 96 Listed

Recent Images · view all

Recent Tweets

leedsbiz Leeds Business
#nomnomnom RT @TrepCafe: Come check out our NEW Udi’s Sandwiches! Veggie, Apple Walnut Chicken Salad, etc.! cc @etaibaron #boulder #Buffs
2 hours ago

leedsbiz Leeds Business
Thx @BoulderBeerCo for our tasty beverages tonight in #Denver at our alumni event w/ #jobs coach @mollywendell: : leeds.ly/rihels
19 hours ago
LinkedIn

4,270 Members
Job and event postings
Geographic (metro areas for group interaction)
Specialty groups (sustainability, entrepreneurship)
Start or observe topical discussions
Leeds MBAs, Our MBA Program Admissions office has a facebook!
To hear what our Leeds MBA Program has to say, please visit their facebook page. Find link below!

4 months ago

Katherine
Stop Following

Leeds School of Business MBA Program Admissions

Welcome to a Facebook Page about Leeds School of Business MBA Program Admissions. Join Facebook to start connecting with Leeds School of Business MBA Program Admissions.

2 comments

Deb Ward • Nice to see you all on the "net." I'm a former MBA student long before it was called 'Leeds.' Looking forward to catching up on all the news.
4 months ago

Follow Deb

Erik Bunaes • Well done! Keep up the good work, and let's keep building the links and relationships within our Leeds MBA community. Thanks, Erik (MBA 1995)
4 months ago

Follow Erik
<table>
<thead>
<tr>
<th>Subgroups</th>
<th>Description</th>
<th>Owner</th>
<th>Members</th>
<th>Member</th>
<th>Share</th>
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<tbody>
<tr>
<td>Denver-Boulder Metro Leeds Alumn                                        This is the official LinkedIn subgroup for Leeds Alumni and Friends in the Denver-Boulder Metro area.</td>
<td>Tyler McAnelly</td>
<td>846</td>
<td>Member</td>
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<tr>
<td>Initiative for Sustainable Development - University of Colorado’s Real Estate Center</td>
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<tr>
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<td>141</td>
<td>Member</td>
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<td>Tyler McAnelly</td>
<td>66</td>
<td>Member</td>
<td>Share</td>
<td></td>
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</tbody>
</table>
University of Colorado, Leeds School of Business, BuffAlums

Most Popular Discussions

Spies, foreign intrigue, Swiss bank accounts and your business: industrial espionage in France, the aftermath of the defaultraphic trading and proprietary information are all discussed in this post, which includes tips for protecting your business.

Business Kantor: Corporate Spies and Protecting Proprietary Information

David L. Hensberry, associate dean in the College of Business at the University of Illinois at Urbana-Champaign, has been named dean of...

University of Illinois associate dean named dean of CU Leeds School...

How do you deal with risk in your daily business operations? Risk comes in different types: from security risks and the majority of my work, to operational risk in your organization. Do you ever think about how risks are managed? Not just the typical threats you have today, but the...

Finance and Accounting for the Non-Financial Executive (FANE) - Registration Deadline August 31st: Finance and Accounting for the Non-Financial Executive (FANE) - September 5-17

FANE is a 3-day seminar that provides participants with a solid understanding of new financial tools and strategies to make better decisions today, and...

Michael Lusee

Michael Lusee  

To answer Nathan's question, this event focuses on all kinds of trends and not just real estate. Housing, job growth, education, economic development, sustainability, and even food. Our keynote speaker Chuck O'Meara will present on national emerging trends as researched by PricewaterhouseCoopers and put Colorado in context of the national trends for the major real estate sectors: housing, office, retail, resort, industrial, etc.

A panel of Colorado speakers addresses related trends: Kelly Brough is head of Denver Metro Chamber and former CEO of Start for Mayor Hickenlooper. Joe Elway was chief of Mission Viejo (Yamaha Motors) and the Denver Chamber before becoming CSU chancellor. Jerry Warrington has been DPS superintendent and is now chancellor of CU Denver. Nancy Espinoza is director of Housing Colorado, the statewide advocacy group for affordable housing.

Michael Lusee  

And I forgot to mention Patricia Cegus of Colling; she was previously CFO for Continuum Partners and Modernize House.
Your group now has a job board!

Share and discuss jobs with group members here. Like all discussion, it's free! Want your job to reach 86 million top professionals across LinkedIn? Get started.

Amy Soehnigen Investment Administrator A local, fee-only wealth management firm is seeking a new recruit for a full-time position in our office. Ideal start date for the right person is sometime mid-March. Competitive salary and generous benefits - plus enjoying the company culture of the importance of our quality of life.

Amy Soehnigen Professional Services Consultant (Denver CO and San Mateo CA) NetSuite, Inc. At NetSuite, Inc., our vision is to support growing and mid-sized companies by providing the market's leading integrated, online business applications for CRM, ERP and Web commerce. As an industry leader, we value the uniqueness, creativity and innovation each employee brings.

Joel Morrow I'm hiring:
Digital Marketing Sales Mobile Fusion - Greater Denver Area

Ginny Teel Admin Asst/Trade Show Coordinator - Boulder, Colorado Thriving Boulder-based company is entering their busy season. A strong, energetic, experienced administrative assistant/ trade show coordinator is needed to handle the complete coordination of monthly trade shows, extensive travel arrangements, and an assortment of general.

Andrea Young Strategy Associate, Greenhouse Partners Boulder, CO Who We Are: Greenhouse Partners is a professional services firm focused on the growth of brands and people. We have high profile, national and international clients across multiple verticals including consumer packaged goods, travel and tourism, entertainment, financial...

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Ginny Teel Receptionist/Administrative Assistant/Office Coordinator - Boulder, Colorado A friendly, outgoing, detail oriented professional is needed for Receptionist/Administrative Assistant/Office Coordinator at Boulder-based insurance company for 3 months due to a medical leave of absence beginning mid-January. Responsibilities include: Direct telephone calls...

Valerie Kleinbach I'm hiring:
Channel Marketing Coordinator (Software) at ACOD Solutions -- $1500 signing bonus for right person. Come join one of the fastest growing document management companies for the SMB market! Fast-paced, exciting, creative marketing team needs experienced B2B software Marketing...

Channel Marketing Coordinator (Software) at ACOD -- $1500 signing bonus for right person

ACOD Solutions, Inc. - Greater Los Angeles Area

Tyler McNeil Merchandising Manager at Only Natural Pet Store Merchandising manager at Only Natural Pet Store. The merchandising manager will work in collaboration with the VP Marketing to establish an integrated merchandise & marketing strategy to support the company's website, email efforts and catalog distribution, and for...
YouTube

281 videos posted, 53,404 total unique views

Alumni profiles
Faculty profiles on teaching & research
Candid day-in-the-life student profiles
Student events
such as Commencement
Alumni events such as Homecoming
Video blogs
Zmags

~14,000 unique readers since implementation
Online interactive alumni magazine platform
Seamless page turning feature
Video and audio embedding
PDF for print quality copies
The Future of E-mail

Paul Major uses digital marketing to compete for market share

Windows Live Hotmail has more than 360 million active users and is one of the most popular email addresses worldwide. At the center of Microsoft's continuing efforts to grow email and online messaging is Paul Major (’89 marketing), director of Windows Live marketing for global campaigns.

“Doing digital marketing, doing it right, and doing it well, requires a lot more work than conducting offline campaigns,” he says.

After graduating from the University, Major worked in a variety of sales roles before arriving at Microsoft in 1998 where he “learned how to think about how to sell.” At Microsoft, Major moved from sales to product management and then to marketing. He distinguished himself with his ability to effectively manage teams of people working on complex tasks.

Last year Major partnered with a team of Leeds School students to write a case study for Senior Instructor James.

“Doing digital marketing, and doing it right, doing it well, requires a lot more work than conducting offline campaigns.”

Paul Major (’89 marketing)

Marriott’s case, Major brought in an expert on focus groups to help the team design their study. Major says it was meaningful to provide opportunities for students to conduct real-world market research, because it could transform their careers. “It was a great experience and I look forward to working with another student team soon.”

As a Leeds School student, Major learned the value of communication when he was a teaching assistant for the course “Profiles in American Enterprise,” taught by Professor John Hees.

Major credits Hees’s course for guiding his career decisions: “In that course, I learned how to get a feel for the future of a particular industry and to determine if I wanted to be a part of that future.”

As a teaching assistant, Major gained confidence in presenting to audiences and managing group discussions. “In business, you rarely can lead a faceto-face, and learning how to lead 25 undergraduates in discussion was invaluable in learning how to lead business teams who are making complex and difficult decisions,” Major says.

Major uses those communication and leadership skills today, creating his comfort and success in presenting to large audiences, again, directly to his experience in Hees’s course. Major also stays in touch with the latest trends to understand what people 22

Denver levered this feature from their responses. Major was able to refine the campaign to better describe this customer benefit.

Major’s core projects are increasingly important within Microsoft because Hotmail is rolling out new features to set it apart from competitors. New Hotmail features include better management of spam and “pseudo-spam,” or emails that might have been signed up for but are no longer interested in.

As a marketer and interpreter, Major helps drive the strategy for how Microsoft advertises its different ways to potential customers. He says in Denver or London, he and his team brainstorm advertising messages and analyze online user behavior across the complex diversity of how people in different cultures use email and instant messaging.

Using research to identify customers, creativity to decide upon messages, and statistics to analyze data, Major designs and interprets effective digital marketing campaigns. He finds that determining the logistics for a young, savvy and green-thinking audience involves no easy rules of thumb or time-tested algorithms.

Major asks potential customers for something that is often more valuable than money—a share of their online identity. It is the business of convincing users to give Hotmail the endorsement of associating their name with Windows Live Hotmail.

Major finds that while digital marketing promises “better customer targeting and more nimble message refinement,” it requires “an immeasurable amount of subject and process depth in order to realize this promise.”

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Blogs

9 active Blogs

892 unique readers this month

Untapped opportunity for some areas in the school

Great content to promote on all platforms.

Consistent postings results in more traffic.
Real Estate Alumni Spotlight: Joanna Hopkins (MBA ’03)

Name: Joanna Hopkins (MBA ’03)

Job: Development Director, Maryland Creek Ranch

Joanna completed her MBA studies at the Leeds School in 2003 with specializations in Real Estate and Finance. The CU Real Estate Center played a pivotal role in both her internship placements and her full-time career placement.

While in school, Joanna had the opportunity to intern for Vail Resorts Development Company in Breckenridge performing financial analysis for the Peak 7 and Peak 8 redevelopment, which includes both Crystal Peak Lodge and the recently completed One Ski Hill Place. It was this position that provided her with the skills and knowledge of mountain development that made her a perfect fit with The Everist Company and Maryland Creek Ranch. Shortly after graduation, Joanna and her husband, Kevin, made the move up to Summit County and have been there ever since.

In her eighth year with The Everist Company, Joanna was initially hired to work on both finance and entitlements for the Everist family’s first real estate development, Maryland Creek Ranch. Maryland Creek Ranch is a 1,054-acre ranch located just north of Silverthorne in Summit County. The land was originally purchased to meet the needs of the Everist’s primary business — sand and gravel mining. However, the beauty and location of the ranch led the family to pursue a high-end development of the property including parcels ranging from one to 35 acres.
Website

Major redesign

110,013 Unique Pageviews last month

New Features include:
real-time SM, RSS
Simplified search and functionality
Curated content for consistency
Leeds School of Business is the Colorado leader for business education, with core strengths in entrepreneurship, sustainability, and ethics.
Flickr

4,699 photos & videos uploaded
1,652 event “sets”
23,204 views

Opportunities for high-res sharing, burning, creating, and distributing
LeedsLink

7,630 alumni members

Exclusive online business alumni community Searchable for classmates Student access for alumni connectivity Alumni update contact information
Welcome to LeedsLink, An online community for alumni and students of the Leeds School of Business

Use LeedsLink to
Access the Alumni Directory
Search the LeedsLink Network Directory for fellow alums by name, class, city, state, major or country. You can look up an old friend and get in touch with them, or find an alum for networking.

Update Personal Contact Information
Use My Profile to keep us up to date on your home or work address, phone number, email and more.

Stay in the Loop
Sign up for our E-Newsletter to keep up to date with Leeds events and news.

New Users: Register for LeedsLink
If you are new to LeedsLink and have never created a username and password on the CU Alumni Association’s Forever Buffs Network, you’ll need to do so now. The same username and password will work for both LeedsLink and the Forever Buffs Network.

Existing Users: Log on to LeedsLink
If you have created a username and password for the CU alumni Association’s Forever Buffs Network, you can login into LeedsLink with the same information.
Media Plan:

Nick Sowden, Leeds class of 2007, serial entrepreneur, and social business advocate. Launched ToughStuff Kenya, part of a global social enterprise that has delivered solar power to over a half million low-income Africans.

LEEDS brightens up lives around the world.
We promote thinking that can spark global change. For alum Nick Sowden, the remarkable journey that began by co-founding three startups before age 23 has led to Kenya, where he helps put solar panels in the hands of people in need. With a diverse curriculum that embraces the entrepreneurial spirit, the chance to learn from local business leaders, and a setting that nourishes the mind, our students never stop seeing new possibilities. Whatever continent they find themselves on, success is well within reach.

From ideas to impact. leeds.colorado.edu
LEEDS inspires people to inspire the world.

We encourage those who believe in changing things to make change happen.

Our student Julie Hirschoff, a junior for helping her local community through a global mission to help those abroad starting with volunteering as a Med for LIFE and visiting English in Thailand. With a highly immersive curriculum that encompasses the environmental aspects, she hopes to be challenged by real-life ethical leaders, and to become an agent of change, shaping well-rounded students who will lead their generation. Whatever our graduates choose to pursue, they are prepared to make their mark.

From ideas to impact. | leeds.colorado.edu
Leeds vs. Peer Analysis: Last Three Months

- Leeds School of Business
- Lundquist College of Business
- Eller College of Business
- Foster School of Business
- Marriott School of Management
- Daniels School of Business
<table>
<thead>
<tr>
<th>Event Description</th>
<th># of Attendees</th>
<th>Group</th>
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<tr>
<td>Leeds 2.0</td>
<td>~150</td>
<td>Alumni in the Denver area</td>
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<tr>
<td>Chicago Alumni Event</td>
<td>~50</td>
<td>Alumni in the Chicago area</td>
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<tr>
<td>NYC Wall Street Trek</td>
<td>~100</td>
<td>Alumni in the NYC Area, FNCE stds, Alum Comm</td>
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<td>Professional Mentorship Program Kick-off</td>
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<td>Alumni Awards Banquet</td>
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<td>Alumni/Fac./Staff</td>
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<td>Board Meeting</td>
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<td>Homecoming</td>
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<td>Taste of Leeds</td>
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<td>Ignite Preparty</td>
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<td>Georgia Pre Game</td>
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<td>Texas Tech Homecoming</td>
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Questions?