

# DREAM



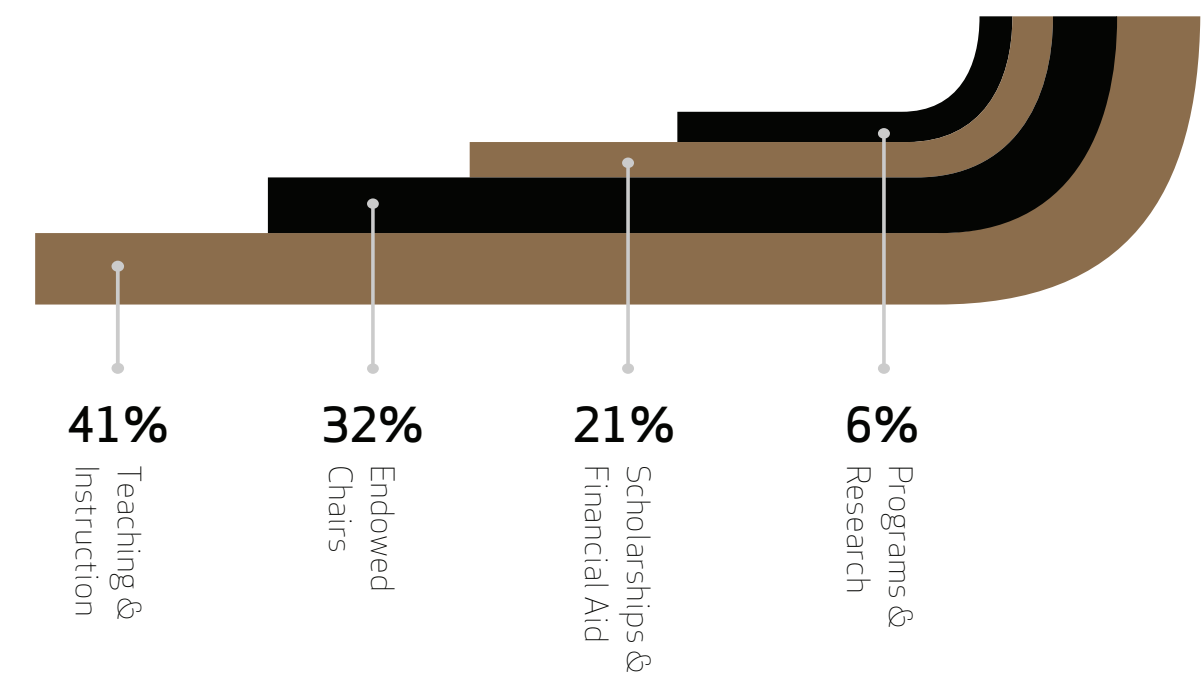
# BIG

American Airlines.  
Campbell Soup Co.  
ExxonMobil.  
Hallmark.  
Nasdaq.

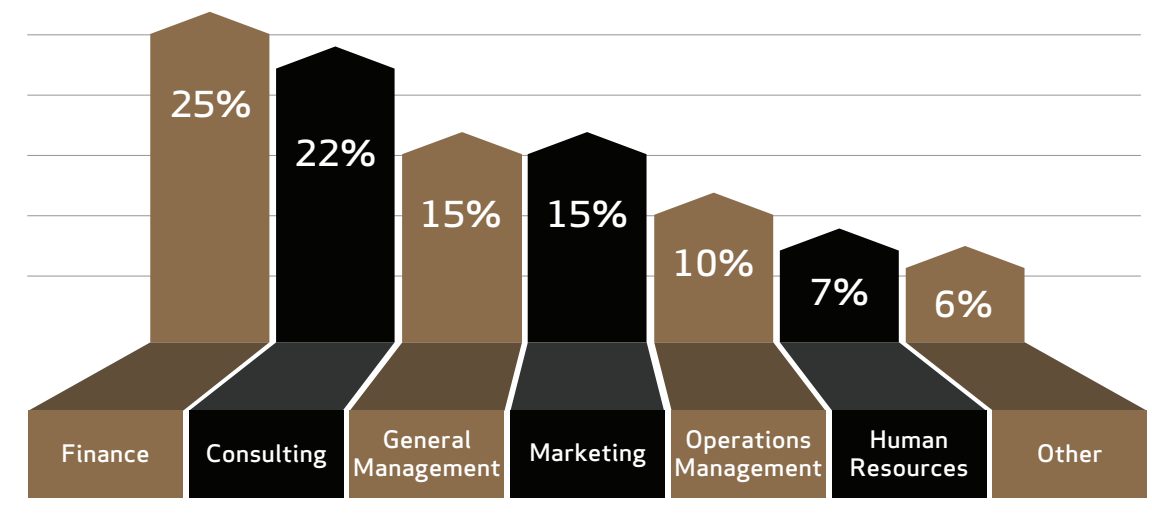
These are a few of the culture-defining companies where Owen alumni have held executive positions, not to mention the small and emerging firms changing the global market. Our outsized impact belies the fact that we are one of the smallest business schools among top 25 programs. And, we are just approaching our 50th anniversary. In this time, we became a destination for effective leaders where our personal-scale, collegial culture and distinguished faculty set us apart. We are proud of our accomplishments, and seek to identify partners in our future success.

# FINANCIAL SNAPSHOT

How Owen's \$292 million endowment is used



Where you'll find the class of 2017



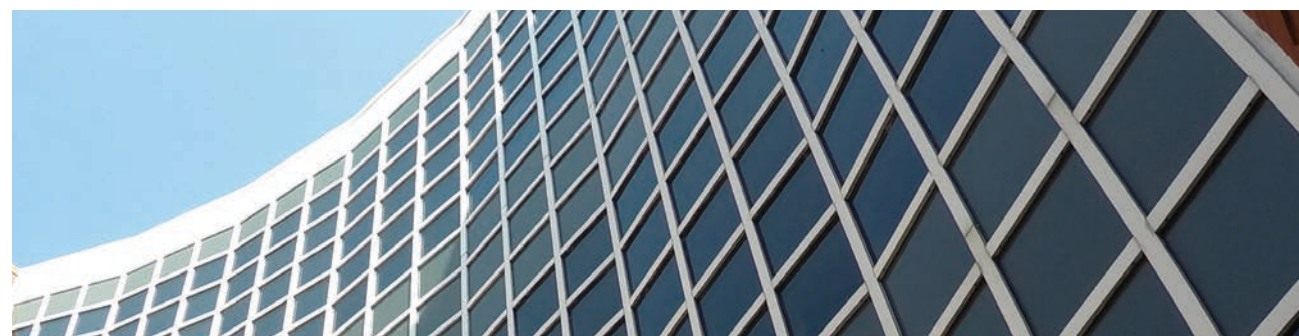


## REED HAYES, CLASS OF 2019

The letter came around Christmastime. Reed Hayes gathered his family around the tree—wife, two toddler daughters and one-week old son—and opened it. Hayes would be attending Owen on a scholarship. As he describes it, “A tremendous burden was lifted off my family.”

Hayes, a former Green Beret, receives the Taylor Force Memorial Scholarship. This scholarship honors first-year MBA student Taylor Force, a former captain in the United States Army, who was killed in a terrorist attack while on an Owen trip to study global entrepreneurship.

“As a veteran,” Hayes says, “I want anyone who was lost to be remembered. I am honored to receive this scholarship and help keep Taylor Force’s memory alive.”



## OUR PRIORITIES

### TRANSFORMING THE FACE OF OWEN

As we look to the future, we seek to ensure Owen’s facilities are positioned to support the changing needs of a world-class education, while solidifying our personal-scale advantage. Preliminary plans for a capital project call for an extraordinary renovation of existing space at Management Hall and an expansion toward 21st Avenue.

The plan brings all academic programs under one roof and introduces a multifunctional space that can accommodate the entire school for meetings, conferences and symposiums, reflecting Owen’s collaborative culture. Classroom design upgrades and enhanced technology will facilitate active learning, allowing us to adapt evolving models of business education and recruiting. The generous support of philanthropic partners can help our plan become our reality.

### SCHOLARSHIPS

The Owen program is small by design. Knowing the name of every classmate is a point of pride, and a way of life. Our student to faculty ratio trends around 9:1, creating access that is unique among peer schools.

Donors who invest in endowed scholarships add permanence and prestige to our program, allowing Owen to recruit and capitalize on the talents of every exceptional applicant, regardless of need. Endowed scholarship support is vital to sustaining the level of excellence that defines the Owen experience.

### RESEARCH CENTERS

Owen faculty and students are exploring some of the most innovative and imperative ideas about how we interact as scholars, consumers and world-changers. For example, Anne Marie and Thomas B. Walker, Jr. Professor of Marketing Kelly Haws’ writing on consumer choice and self-control has attracted significant attention for Owen’s Behavioral Lab research. Bob Whaley, Valere Blair Potter Professor of Management and director of the Financial Markets Research Center is also one of the creators of the VIX index, used by millions globally as a hedge against volatility.

The reach and impact of our faculty extends across the university. An investment in our centers—the Financial Markets Research Center, The Turner Family Center for Social Ventures, The Center for Entrepreneurship and The Center for Health Care Market Innovation— and a thriving research culture will allow us to expand our impact through the creation of knowledge, giving students access to valuable firsthand experience in discovery, leadership and innovative collaboration.

### ANNUAL GIVING

Annual gifts can go to work immediately, allowing us to be nimble and ensure that the true Owen experience is available to all. An investment in an annual gift may help with one or more of the following priorities:

- Competing for exceptional national and international students through expanded scholarships, creating a truly global and diverse student body
- Supporting opportunities for all students, regardless of means, to hone their leadership skills, advance their capabilities and build their networks by attending conferences as well as career accelerating trips such as the Tech Trek to Silicon Valley, the Consulting Trek to Dallas and Atlanta, the Finance Trek to Charlotte, and Wall Street Week
- Refining, expanding and modernizing the coaching and mentoring surrounding professional skills offered to each student through our Career Management Center and Leadership Development Program

### PLANNED GIVING

Planned gifts, including bequests and life income gifts, are designed to help you meet your financial and charitable goals while supporting Owen over the long term. In 2017, a \$1.4 million gift from the estate of Thomas B. Walker Jr., BA’47, and emeritus member of the Board of Trust, made it possible to completely transform the Walker Management Library, creating a modern, high-tech space that echoes and abets Owen’s distinctively close-knit culture.

## POINTS OF PRIDE

### • CLASS OF 2017

93 PERCENT  
RECEIVED A COMPETITIVE JOB OFFER  
WITHIN THREE MONTHS OF GRADUATION

### • ONE OF THE BEST

OUR MBA PROGRAM  
RANKED FIFTH IN THE WORLD  
BY THE ECONOMIST FOR ITS ABILITY TO OPEN NEW CAREER OPPORTUNITIES

### • NO. 5

RANKING  
FOR  
BEST  
PROFESSORS  
IN THE PRINCETON REVIEW

### • NO. 6

BEST SCHOOLS  
FOR VETERANS  
VANDERBILT’S 2017 RANK IN U.S. NEWS

“I am passionate about this school. In everything we do, we pursue a level of excellence worthy of global recognition. Our graduates deftly balance the personal and professional, as well as innovation and collaboration, making Owen synonymous with extraordinary leaders.”

– M. Eric Johnson, Ralph Owen Dean, Bruce D. Henderson Professor of Strategy