

SUMMER 2009

OHIO TODAY

FOR ALUMNI AND FRIENDS OF OHIO UNIVERSITY

John Kopchick • Marie Braasch • think • Ariel Hollinshead

• Adam Jacoby • create • Lawrence Witmer • Gerard B...

tion • Christine Suniti Bhat • Rathindra Bose • Michael...

Ido Braslavsky • Dave Bayless • innovation • Orit • Karen Nu...

• Brian Zahm • Laura Jacqmin • Julie Cruse • Michael Grow • Je...

Damian Nance • innovation • Tiera Evans • Mitchell • ...

• Angelic Pinckney • Gary Platt • Ron ... herrell Davis • Roger Alles • Brian Zahm

Steven Collier • experiment • Alyssa Gre ... s Cronk • create • Jasmine ... Lar

Schmidt • invent • Ronald Jones • think ... tyan • Tadeusz Malinski • Emily Bacha

John Blischak • invent • Jessica Hagy ... y Golos • Regina Klerjoski • Mica

Brown • John Sant'Ambro ... innovation • Garret Kisner •

create • Cari Steiner ... Howard Nolan • invent •

Raymie McKerrow ... borah Cavanagh • Amy

Taylor-Bianco ... Spik • innovation

THE BIG IDEA

Celebrating innovation at Ohio



● **Fiona Mitchell**, BFA '06, and **Jesse Yun**, BBA '03
Eco-entrepreneurs

Fiona Mitchell and Jesse Yun don't just run their lives on a green philosophy — it is also how they run their new Portland, Ore., business.

Mitchell and Yun, along with business partner William Sampson, are the owners of EcoShuttle, a transportation company with minibuses that run on 100-percent biodiesel fuel. They are the only shuttle service in Portland to offer green commuting services to businesses and students, as well as entertainment, charter and tour services to private parties.

Unlike ethanol, which is a fermentation product derived mainly from corn, biodiesel is a chemically converted fat or oil that is blended into diesel fuel. All EcoShuttle vehicles run on waste vegetable oil, available free from most restaurants and from certain gas stations and providers in Portland.

Mitchell says her father, Ohio University Professor of Plant and Cell Biology John Mitchell, instilled in her a respect for the environment: "We try to make as little waste as possible and reduce our carbon footprint," she says. She and her co-workers bike to work, and offer their corporate customers additional services such as environmentally friendly dry

cleaning and organic breakfast snacks.

"We try to figure out something new to do every week."

EcoShuttle got its start July 2007 providing transportation for bands, including the Beach Boys and the Temptations, at the Oregon Waterfront Blues Festival, the largest blues festival on the West Coast.

In the past year, the company has grown and evolved to include six vehicles (accommodating from nine to 48 passengers), 15 employees and contracts with Nike, Intel and Farmers Insurance, as well as other music festivals, a local law school and a few other large corporations.

"Portland is ready for greener options," Mitchell says. She attributes their success to their willingness to work with customers and offer them the peace of mind of lowering their carbon footprint. "We are young and fresh, and we take into consideration the needs of each customer to design a service that fits them and their budget."

— *Samantha Pirc*



Bob Walter, BSME

'67, founder and CEO of Cardinal Health, a leader in pharmaceuticals distribution with annual sales of \$87 billion

Amy Taylor-Bianco,

assistant professor of management, who studies how positive self-regulation guides leaders in business decisions, an emerging area for researchers

Jeffrey O'Hara, BBA '69,

retired president and chief operating officer of Darden Restaurants, who took the Red Lobster chain from 300 to more than 650 restaurants

Jasmine Merth,

senior who placed No. 1 in the National Collegiate Sales Competition after training at the university's Ralph and Luci Schey Sales Centre

● *Let's talk business:*
An Ohio power lunch

What happens when your guest list includes a mix of faculty, alumni and students known as much for their entrepreneurial skills as their outstanding leadership? We'd love to find out. Here are eight to talk to (and talk about).

Hugh Sherman,

dean of the College of Business, which ranked in the *BusinessWeek* top 50 undergraduate programs

Russ Daniels, BGS

'81, vice president and chief technology officer of Cloud Services Strategy for Hewlett-Packard and one of the industry's top CTOs

Wesley Cronk, senior

who has developed Atrium, a Web-based film production software that he will market after graduation

Deborah Cavanagh, BFA

'79, associate publisher of creative services of *Vogue* magazine, who in 2007 spearheaded the launch of *Vogue.TV*