

UNIVERSITY OF WASHINGTON TAKES FIRST PLACE IN 2019 ACG CUP NORTHWEST CASE COMPETITION

We are pleased to announce that the **University of Washington (UW)** went home with the 2019 ACG Cup Northwest trophy earned in the annual finance case competition on Friday, February 22 at the Multnomah Athletic Club in Portland. The team consisted of Daniel Charbonneau (GE Aviation), Joel Graves (Washington Roundtable) and Marie Kiekhaefer (Sporcle) who are pictured below with Finals Judge **Stephen Babson** from Endeavour.

Second place went to **Portland State University**, the first place winner in 2017. Team members consisted of Bradley Goodenough, Zachary Olson and Dragon Tran. Third place was shared by two teams, the **University of Oregon (UO)** and **Gonzaga University**. The UO team members were Kaveh Anderson, Hank Manilla and Forrest Walker while the Gonzaga team was made up of Reid Elliott, Michael McAtee, Reed Ocheltree and Bryce Rieckers. Other teams participating in the competition included **Oregon State University, Washington State University** and **Seattle University**.

A highlight at the luncheon was a keynote presentation by **Chris George, CFO of Nike's Brand Jordan**. Chris gave an enlightening talk regarding the internal perspective of Nike's strategic and financial models for driving sustainable, profitable growth. Chris emphasized that no matter how big the company is or how popular the brand, you have to develop strategies for the future through digital delivery to the consumer as well as maintaining and adding good partners.

The 2019 event was dedicated to **Steve Babcock**, a tireless ACG Cup Northwest committee member since the Cup's inception; he passed away in July 2018. Steve's widow, Suzie, was introduced during the luncheon.

The committee focused on creating a venue where networking between the financial community, the judges and the students was more attainable than at previous events, which created a significant amount of electricity this year. All of the teams were extremely delighted with the process and the opportunity to present and advocate a position to a group of 13 esteemed judges for the semi-finals and the finals.

The committee thanks the students and universities for participating, the judges for giving their time to the students and our sponsors that believe strongly in supporting a worthwhile event that brings the financial community and students in finance together. A special thanks to **Umpqua Bank**, our presenting sponsor, for providing the award monies to the winning teams. We look forward to seeing everyone in 2020!



JOEL GRAVES UW TEAM MEMBER

"The ACG Northwest Cup was an experience I will never forget. Presenting to real-world leaders of major finance companies—and having to defend our position when questioned by the judges—was invaluable and beyond anything you can learn in a classroom. I hope and expect this will be a premier event for finance students in Oregon and Washington for many years to come."

JUDGE TORY NIXON UMPQUA BANK [presenting sponsor]

"Our continued partnership with ACG and the MBA and undergraduate/graduate finance majors from the Northwest's major business schools has been incredible. The knowledge, varied experience and business case skills of the students is impressive. The competitive nature of the Cup brings out the best in the students creating a tremendous platform for them to showcase their talents while providing Umpqua an opportunity to get better acquainted. I'm proud of our affiliation with the ACG Cup and delighted with its success."

JUDGE STEPHEN E. BABSON ENDEAVOUR [gold sponsor]

"The participants will tell you that the ACG Cup is the event that pulls their entire MBA program together and is their opportunity to combine their education with teamwork and communication in a real time environment. The thing is that ALL of the participating teams are winning teams. Their team members are superbly talented and motivated and put the team first. They are separated by only small gradations".