



**DAVID "TRIPP" FREY, MBA '07**, is co-founder and director of comprehensive strategy at TREW, an outdoor sports apparel company based in Hood River, Ore. TREW's designers create outerwear that combines the technology of mountaineering shells with the comfort necessary to go from a full day on the mountain to a fine evening at the pub ([www.trewgear.com](http://www.trewgear.com)). An avid skier, snowboarder, and kiterider, Frey brings true passion to the startup. He and his co-founders have been touring the country in their customized "haRVy" on the quest to capture market share and score the ultimate gnarl. Would it surprise anyone to know that Frey's guilty pleasures are Sour Patch Kids, Swedish Fish, and Red Bull?

- 1 **What keeps you up at night?** I usually sleep pretty sound, but thoughts of my business and powder days will surely keep me awake.
- 2 **What's one of the best books you've read in the last year?** *Good to Great* by Jim Collins. Cliché, I know, but I wanted to read it again using TREW as a lens to think critically about our decisions.
- 3 **What is the first album/CD you bought?** Def Leppard's *Hysteria*. '80s music rocks!
- 4 **What's on your iPod?** Absolutely everything. It's important for me to have music that matches my mood, so I have everything — Audioslave to Beethoven, Randy Travis to Dave Brubeck.
- 5 **What's the most thrilling/adventurous thing you've ever done?** Tough question. It was probably bungee jumping at K Bridge outside of Queenstown, New Zealand, or backcountry skiing out of a remote hut in the British Columbia wilderness.
- 6 **Guilty pleasure?** Sour Patch Kids, Swedish Fish, and Red Bull.
- 7 **What was your first job?** Working for my junior-year English teacher with two friends. We rebuilt her brick patio and did general landscaping.

- 8 **Who is your personal hero (and why)?** My mom. She doesn't care if she's eating Kraft macaroni and cheese or dining at the 21 Club in NYC. All that matters is you have family and friends around to share stories and hopefully many, many laughs.
- 9 **What is the best business decision you ever made?** To quit working at JPMorgan. It took a leap of faith, but it allowed me to follow my true passions and made me a stronger, happier person.
- 10 **What advice would you give to yourself 10 years ago?** Have lots of different experiences with lots of different people. Travel, work different places, and try new things. In the process you'll learn more about yourself and contribute more effectively as a member of society.
- 11 **What is the one thing you learned in business school that you'll never forget?** That interpersonal skills — the abilities to learn, listen to others, garner trust, etc. — are invaluable. Lots of people know how to do a DCF model or build a regression table, but very few have all the "soft" skills to compete in today's world.
- 12 **Favorite comfort food?** Pepperoni pizza.

- 13 **What is the most important room in your home?** The kitchen. What's better than good food and good people?
- 14 **What is the first website you access in the morning?** During the winter I check snow reports, and during the summer I check wind reports. I also visit [espn.com](http://espn.com), [cnn.com](http://cnn.com), [nytimes.com](http://nytimes.com), and [drudgereport.com](http://drudgereport.com).
- 15 **If you had a theme song, what would it be?** "Simple Man" by Lynyrd Skynyrd because I don't need much to make me happy.
- 16 **Favorite line from a movie or television show?** From *Meet the Parents*: "So, Greg, how is your portfolio doing?" "Strong to quite strong."
- 17 **Three people, living or dead, you'd have over to dinner?** First, my maternal grandfather because he passed before I was born. Second, Dean Smith, the former coach of the men's basketball team at University of North Carolina. Lastly, Jesus because I think it would be extraordinarily interesting to get his views on modern-day Christianity.
- 18 **Best trophy/award you ever won?** "Biggest Brown-noser" in my high school superlatives.
- 19 **Pet peeve?** People who don't really understand how long it takes to do something.
- 20 **Why do you give to Ross?** To foster an environment where great teachers are found in the classroom and to give students the opportunity to follow their true passions. The 2007 Class Gift, designed to allow students to pursue careers at nonprofits and lower-paying jobs by aiding in the payment of their school debt, was particularly effective.

PHOTO BY GREG MARTIN

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**PAOLO PASQUARIELLO, ASSISTANT PROFESSOR OF FINANCE,** researches information economics, international finance, and market microstructure. When he's not watching Italian soccer, Pasquariello is examining strategic trading in stock and bond markets, financial crises and contagion, and the relation between firm-level adverse selection and firms' capital structure decisions. He once worked as an analyst for Goldman Sachs and JPMorgan.



- 1 What keeps you up at night?** My two-year-old daughter.
- 2 What is one of the best books you've read in the last year?** Jared Diamond's *Collapse*, a very engaging (and dense) analysis of why some human societies of the past have catastrophically failed and what lessons we can learn from their mistakes to make our modern society "sustainable."
- 3 What's the first album/CD you bought?** Fleetwood Mac's *Tango in the Night*.
- 4 What's on your iPod?** Neapolitan pop/jazz, Coldplay, KT Tunstall, and the live commentary of the Italian national soccer team's wins against Germany and France at the last World Cup.
- 5 What's the most thrilling/adventurous thing you've ever done?** My wife and I drove around Namibia with no guide or GPS on a two-week honeymoon. I fondly remember getting a flat tire in a national park while being surrounded by wonderful (and big) animals.

- 6 Guilty pleasure?** Eating Nutella and cookies while watching Italian soccer on Sunday mornings.
- 7 Personal hero (and why)?** I never liked idolatry. However, I must confess that when Diego Maradona played (marvelously) for my Napoli soccer team in the 1980s, he was pretty high on my nonexistent list.
- 8 First job?** Portfolio manager (European equities and forex) for an Italian investment firm soon after college.
- 9 How do you motivate your students?** I teach international finance, so I invite my students to not compartmentalize the course as an elective. In globalized markets all of finance is international, whether we like it or not.
- 10 Best business decision?** Buying a car that gets 30 miles per gallon five years ago.
- 11 If you had a theme song, what would it be?** It keeps changing depending on my moods and circumstances.

- 12 What advice would you give to yourself 10 years ago?** Go for it.
- 13 Biggest management myth?** "Common sense is overrated; models are not." A lot of the subprime mess can be attributed to this one.
- 14 Most important room in your home?** The playroom. Because of the kids, we basically live there.
- 15 First website you access in the morning?** nytimes.com.
- 16 Favorite comfort food?** Cheese, Italian salami, and fresh bread.
- 17 Favorite line from a movie?** From *Trading Places* when Dan Aykroyd, in describing commodities trading to Eddie Murphy, basically says, "Buy low, sell high ... one moment you have 10 million dollars and the next you don't have any money left to buy shoes for your children."
- 18 Three people, living or dead, you'd have over to dinner?** Diego Maradona, JFK, and Theodore Roosevelt.
- 19 Best trophy/award you ever won?** Either the NYU Intramural Indoor Soccer Championship in 1998 as a goalkeeper, or my second-place trophy for a Goldman Sachs go-kart race in 1997. (I had to gently push the managing director of my desk out of the racetrack.)
- 20 If you could read anyone's mind, whose would it be?** My son's. "What were you thinking when you did *that*?"

**SAMANTHA KELMAN, BBA '10,** didn't intend to start a business when she entered a three-day walk for breast cancer while still in high school. But in her quest to raise the \$2,100 entry fee, Kelman transformed from fundraiser into entrepreneur when she printed plain white and navy T-shirts with the slogan "Save Our Women." She charged \$10 apiece, sold out immediately, and went on to create her own online apparel company with the same slogan ([www.saveourwomenstore.com](http://www.saveourwomenstore.com)). A portion of profits go toward breast cancer research. These days the 2007 Ross BBA Entrepreneur of the Year is finishing up her senior year and making plans for Save Our Women's future.



- 1 What keeps you up at night?** Planning tomorrow.
- 2 What's the last book you read?** *The Kommandant's Girl* by Pam Jenoff.
- 3 What's on your iPod?** Guster.
- 4 What's the most thrilling/adventurous thing you've ever done?** Took an 18-day canoe trip in northern Ontario.
- 5 Guilty pleasure?** Chocolate.

- 6 Personal hero (and why)?** My mom. She never stops believing in me and encourages me to push my limits in every aspect of my life. Her courage and confidence are something to aspire to.
- 7 First job?** Camp counselor.
- 8 Best business decision?** To start my own business.
- 9 Most important room in your home?** My basement, where I keep the Save Our Women inventory.

- 10 What advice would you give to yourself if you were applying to business school again?** Don't stress so much.
- 11 What is the one thing you've learned in business school that you'll never forget?** Real entrepreneurs don't need sleep (from Len Middleton).
- 12 First website you access in the morning?** [saveourwomenstore.com](http://saveourwomenstore.com).
- 13 Favorite comfort food?** Peanut butter and jelly.
- 14 Three people, living or dead, you'd have over to dinner?** Barack Obama, Oprah, and Adam Sandler.
- 15 Best trophy/award you ever won?** The BBA Entrepreneur of the Year Award.
- 16 Favorite pizza joint in Ann Arbor?** Back Room.
- 17 Pet peeve?** Smart people with no common sense.
- 18 Unfulfilled wish?** To travel the world.
- 19 Favorite sport to watch?** Tennis.
- 20 What did you want to be when you were a kid?** A teacher.