

# Hopping Endowed Professorship in Entrepreneurship to boost innovative spirit of Nevada

The spirit of entrepreneurship is thriving at Nevada, with great thanks to the ingenuity of enterprising students, the generosity of successful alumni and friends and the strong support of the College of Business—one of the most elite business schools in the West.

A new College of Business professorship endowment, established by the Charles and Ruth Hopping Foundation, will further boost the University's efforts to ensure that students are offered every opportunity to further innovate and electrify the business world.

"We appreciate the generosity of the Charles and Ruth Hopping Foundation," says Greg Mosier, dean of the College of Business. "This

gift provides the college an opportunity to leverage the sound business fundamentals in our academic programs into the innovation and creative practices of entrepreneurship."

The Hopping Endowed Professorship in Entrepreneurship will have the primary role of enhancing the entrepreneurship program of the college, including the Sontag Entrepreneurship Competition, established through a \$1 million endowment fund established by alumnus Rick Sontag '66M.S. (physics) and his wife, Susan. The competition awards \$50,000 each spring to a student or student team that demonstrates performance potential and the innovative spirit for which Nevada is known.



*The late Ruth and Charles Hopping.*

This year's winning team, Mining Environmental Technology and Services, developed optical instruments that detect airborne particulates in mining workplaces. (Read more about the competition on pages 20 and 22.)

"The Sontag Entrepreneurship Competition inspired the Hopping Foundation to make this gift," says Steve Johnson '77 (accounting), Hopping Foundation trustee. "The College of Business is making great strides in encouraging the entrepreneurial spirit in Nevada's students.

"We hope to build upon the Sontags' vision and help the college prepare its students for entrepreneurial career opportunities and positively impact Nevada's economic development and diversification efforts," Johnson adds.

The late Charles and Ruth Hopping married in 1941, and Ruth taught elementary school while Charles served in the 263rd Battalion, Infantry Division, in World War II. When Charles returned from his tour of service, Charles joined the Roberts Company in southern California, where he later became board chairman and director of the international division. There, Charles helped revolutionize the carpet installation industry by working with Roy Roberts to develop and market innovations including the tack strip, an instrument used to install carpeting. Charles and Ruth retired and moved to Reno in 1962, where they became longtime supporters of the University and were later inducted into the Honor Court.

—Roseann Keegan



Photo by Theresa Dennis-Douglas

*The Mining Environmental Technology and Services team received the inaugural Sontag Entrepreneurship Award May 9. College of Business Dean Greg Mosier and President Marc Johnson join team members Ben Sumlin, Heather Zunino, Bryan Rainwater and David Karr. Not pictured: Pat Arnott, team adviser and Department of Physics professor.*

To learn more about supporting the College of Business, please contact Kristen Kennedy '98, director of development, (775) 682-6940 or [kristenk@unr.edu](mailto:kristenk@unr.edu).