

THE COLLEGE’S CENTERS OF EXCELLENCE ADDRESS ISSUES IN THE COMMUNITY, PROVIDE SERVICES TO GOVERNMENT AND BUSINESS, AND PROVIDE ACADEMIC AND PRACTICAL LEARNING ENVIRONMENTS FOR OUR STUDENTS.

Center for Insurance Studies

Insurance Center Tackles the Issue of Banks Entering the Insurance Marketplace

A leading insurance researcher spoke about the rise of “bancassurance” – the effort to provide insurance services to bank customers – at the November “Bankers and Brokers: Mergers and Acquisitions Between the Banking and Insurance Industries” event hosted by the Center for Insurance Studies.



Professor J. David Cummins

The event helped the small business owners in attendance understand how and why banks are entering the insurance market. One of the keynote speakers was J. David Cummins who is both the Loman Professor Emeritus of Insurance and Risk Management at Wharton and the J.E. Boettner Professor at Temple University. The other keynote speaker was Mary A. Weiss, professor and Deaver Chair at Temple University. They discussed whether this “bancassurance” consolidation, if it is to continue, will produce value to banks, insurance companies and insurance brokers. Cummins noted that the results to date have been mixed; most bank entry into insurance has been on the distribution side, generally in life insurance and annuities.

“Mergers and acquisitions in the insurance distribution system are on the rise,” said Weili Lu, director of the Center for Insurance Studies. “Many small agents, brokers and community banks are being crowded out by consolidation. We offered this program to help cope with the challenge that these smaller businesses are facing.”



Guest panelists included, from the left, Carter Thompson, Swett & Crawford; Steve Marquez, UnionBanc Insurance Services; David Spigner, East-West Bank; and Jeff Lang, Wells Fargo Insurance Services.

In March, the Center hosted a Business Week Symposium with Aon Corporation executives. Upcoming events include Insuring the Children Forum at Bowers Museum in Santa Ana on May 16.

For more information, contact Weili Lu at 714-278-3679 or wlu@fullerton.edu.

Real Estate and Land Use Institute

Mihaylo College Provides Neutral Forum for Anaheim and Disneyland Land Use Discussions

Land issues can be contentious, and when it comes to development near the Disneyland Resort, affordable housing is a controversial topic. That’s why the College’s Real Estate and Land Use Institute and the student-run Real Estate Association, with the help of the League of Women Voters, hosted an open forum in November.

“One of our missions is to provide a neutral forum where professionals address key real estate and land use issues,” says Michael LaCour-Little, professor of finance and associate director of the Institute. “The forum also helped students better understand real estate and land use issues within our community.”

For more information on the Institute, contact Michael LaCour-Little, 714-278-4014; mlacour-little@fullerton.edu, or visit business.fullerton.edu/finance/relui.

Family Business Council

Annual Family Owned Business Awards Honors Fairmont Schools

Members, friends and business partners gathered together November 1, 2007 to celebrate family owned businesses at the annual Family Owned Business Award Luncheon co-sponsored by the College and the Orange County Business Journal. Honored in the Large Business category was Council member Fairmont Private Schools. Founded in 1953 by Kenneth Holt, the school is managed by third-generation Chief Operating Officer Chad Jackson. Also honored were Anna’s Linens, Traditional Jewelers, iBaseT and Zlaket’s Market. In addition to their awards, these businesses received a one-year membership to the Family Business Council.

For information on upcoming workshops, contact Robbin Bretzing, 714-278-4182 or visit business.fullerton.edu/centers/fambusiness.

Center for Corporate Reporting and Governance

Presentations Provide Professionals and Students the Latest in Accounting Trends

The College’s Sixth Annual SEC Financial Reporting Conference was

presented by the Center for Corporate Reporting and Governance last September. The conference included presentations from the Securities & Exchange Commission, the Public Company Accounting Oversight Board (PCAOB) and the Financial Accounting Standards Board (FASB) on recent rules and activities in their respective areas.



Speakers at the SEC Conference included, from the left, Greg Waller, Endologix; Andy Warren, Moss Adams; Lester Sussman, Resources Global Professionals; and Joseph Ucuozglu, Deloitte & Touche.

In November, the Center held its second Grant Thornton Thought Leadership Seminar in Accounting where an expert panel discussed globalization. “The seminar is for students who are taking the introductory course, so this is their first exposure to accounting,” says Vivek Mande, Center director and professor of accounting. “Students learned how the workforce is increasingly global, and that they should be thinking globally, not locally.”

For more information, please contact Vivek Mande at 714-278-7659, vmande@fullerton.edu, or visit business.fullerton.edu/centers/cxrg.

Center for the Study of Emerging Financial Markets
Center Helps Businesses Understand Outsourcing

What does outsourcing mean for regional businesses? Cal State Fullerton’s Center for the Study of Emerging Markets has not only conducted a survey to find out what

business owners think, but also developed case studies and training modules to assist businesses in learning more about outsourcing and how to use it to their company’s advantage.

“Foreign outsourcing has emerged as one of the most compelling, important and misunderstood issues in business today,” says Joseph Greco, the Center’s director.

Of the five case studies posted on the Center’s Web site, business.fullerton.edu/centers/csefm, four of the companies have used outsourcing successfully. The fifth, he noted, operates in a field where training would be necessary.



CSEFM Director Joe Greco

“We’ve developed free online training that provides a ready-to-outsource assessment for firms considering outsourcing,” adds Greco. “For those who already outsource, it evaluates the effectiveness of the program. The training also tells companies of the newest outsourcing locations.”

For more information on the CSEFM, contact Joseph Greco at 714-278-2375, jgreco@fullerton.edu, or visit business.fullerton.edu/centers/csefm.

International Center for Economics of Pharmaceuticals, Aging and Health
New Name, Expanded Focus: Center Targets the Business of Life Science

The International Center for Economics of Pharmaceuticals, Aging and Health (ICEPAH) is in a perfect position. Recently renamed (it was formerly the

Center for the Economics of Aging and Health), the Center is poised to capitalize on the unique advantages that the university has to offer in the globally expanding life sciences industries – including pharmaceuticals, biotechnology and medical devices.

The life sciences industry is also one of California’s largest and fastest growing. “According to the California Healthcare Institute, the state’s biomedical industry alone accounts for nearly 260,000 jobs, exceeding the aerospace, motion picture, computer and telecommunication industries in total employment,” says Davina Ling, assistant professor of economics and director of the Center. “Much of that is concentrated between Los Angeles, Orange County and San Diego, which puts us in the perfect location to offer expertise to business executives, the community and students both here and abroad.”



ICEPAH Director Davina Ling changes the name and expands the Center’s mission.

Having forged collaborations with local and international universities, government agencies and health care organizations, the Center’s faculty associates are involved in a broad range of research, consulting, and expert panel discussions. Ling hopes the Center, with all its on-campus and off-campus resources, can address a gap that she sees in the industry. “There’s a great need for executive business training for applied life sciences,” she explains. “More so than other health care fields, the pharmaceutical, biotechnology and medical device

industries require a blend of science, business, regulatory and legal expertise. Given the university's commitment to research, business, and community development, we are in a special place to offer value from an interdisciplinary perspective." To that end, the Center plans on promoting panel discussions and executive programs targeted to these industries, to begin mid-2008.

For more information about ICEPAH, please contact Davina Ling, 714-278-8216, dling@fullerton.edu, or visit <http://business.fullerton.edu/centers/icepah>.

Center for Economic Education *High School Economics Teachers Learn to Teach about China's Economy*

The explosive growth of China's economy has introduced an equal share of opportunities and challenges for the developing country, as well as some valuable lessons for the rest of the world. To share those lessons, the Center for Economic Education hosted a workshop in December for 30 high school teachers called "Economic Systems, the Chinese Market Revolution and Its Challenges."

The Center promotes economic literacy in schools (K-12), institutions of higher learning and in the larger community through curriculum development, workshops and courses, and education research.

For more information, contact Chiara Gratton-Lavoie, 714-278-2248, cgratton@fullerton.edu, or Barbara Sideri, program manager, at 714-278-2248, bsideri@fullerton.edu. Or, visit the Center's Web site at business.fullerton.edu/centers/econcenter.

Center for International Business *Katrin Harich Works to Further Internationalize College Programs*

Katrin Harich has been appointed the new director for the Center for International Business. A professor of marketing, Harich will oversee the Center's mission to promote the internationalization of the College's

programs that involve students, faculty and curricula as well as support the B.A. in International Business.



Director Katrin Harich looks to increase international study opportunities for business students.

Harich previously served as associate dean, assisted with the creation of the BEST (Business European Study Tour) program and facilitated faculty exchanges to develop and support international initiatives for the College.

For more information, contact Katrin Harich at 714-278-4674, kharich@fullerton.edu or visit business.fullerton.edu/centers/cib.

Small Business Development Center

In Partnership with La Opinión, the SBDC Offers Spanish-Language Workshops

The nation's largest Spanish-language newspaper, *La Opinión*, which is headquartered in Los Angeles, has partnered with the Mihaylo College's Santa Ana Regional Lead Small Business Development Center (SBDC) to offer Spanish-language workshops for small business owners and aspiring entrepreneurs.



"The Hispanic community is one of the fastest growing entrepreneurial groups," says Vi Pham, director of the SBDC. "The SBDC program makes a huge effort to reach out to minority communities."

The series of courses began in February and continues through September. *La Opinión* is the prime media sponsor offering in-kind advertising for the program. The courses are offered in the Inland Empire and Santa Ana, and will also be held in Orange and Los Angeles (in partnership with the Los Angeles Regional Lead SBDC). The sessions cover business strategies such as marketing, business-plan writing, how to secure financing, and analysis of competitors.

For more information, contact Iris Miranda at 714-278-2719 or imiranda@fullerton.edu.

Small Business Institute *Award-winning MBA student consulting*

Mihaylo College MBA students do it again! A six member consulting team placed first out of 250 business schools in the National Association of Small Business Institutes' comprehensive graduate competition. The team studied Restaurants on the Run in Aliso Viejo, providing them a 170-page report with two pages of suggested improvements for the company. This is the 18th consecutive year Cal State Fullerton Mihaylo College MBA student teams have placed in the top ten of this prestigious competition. The Small Business Institute is administered by the College's Center for Entrepreneurship.

For more information, contact Michael Ames at 714-278-3464 or sbiames@fullerton.edu.