

MBA TEAM WINS NATIONAL CASE CONSULTING CHAMPIONSHIP — AGAIN!

For the fourth time in the last six years, the announcement was made in February that a team of the College's MBA students won first place in the Small Business Institute Directors' national case consulting competition. Each year, graduate student teams from approximately 250 business schools around the country submit consulting reports prepared for area companies for evaluation by panels of industry and university judges at the state, regional, and national levels. Again this year, the College's team was judged first place in each of these three levels of competition for the year 2001.



The 2001 team was comprised of MBA students Omar Estrada, Co Ho, Caroline Janik, Kevin Larson and Dennis Massey. The company consulting project prepared for client Cool Jet Systems in Brea was part of the capstone MBA course. The capstone course places teams of graduate students in local companies as consultants during their last semester in the MBA program. For the last six years, Dr. Paul Hugstad, Professor of Marketing, has supervised this capstone course.

Dr. Hugstad and this winning team of students will be honored at the College's Scholarship Awards Ceremony on May 24, 2002 at 5:30 p.m. at the Embassy Suites in Brea.

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CBE Connections

SPRING 2002

COLLEGE OF BUSINESS & ECONOMICS



PROMINENT EXECS ATTRACTED TO DEAN'S ADVISORY BOARD

Holding its inaugural meeting in March, the College of Business & Economics' newly created Dean's Advisory Board is made up of CEO-level executives from around the region whose mission it is to help the College enhance its visibility and recognition in Southern California. The quality and breadth of experience this Board brings to the College is essential in attracting the best talent and resources to our campus.

As the College prepares to position for national ranking, the Dean's Advisory Board will oversee a marketing communications plan and will advise Dean Anil Puri in the strategic planning process for the College.

The entire Dean's Advisory Board consists of distinguished individuals within the region's business community, and are pictured here at the inaugural Dean's Advisory Board meeting. ●



(L to R, top to bottom) A. Terrance Dickens '67 (President & CEO, Bixby Land Company); Marketing Professor Lance Leuthesser; Geoffrey S. Payne Esq. '80 (Geoffrey Payne Group); Stefan W. Markowitz '83 (President, MBK Homes); George Boyadjieff (Chairman & CEO, Varco International); Marlan M. Merhab '64 (Sr. Vice President, Smith Barney); Raymond E. Dellerba (President & CEO, Pacific Mercantile Bank); Albert C. Wong '75 (President & CEO, Zandiant Technologies); Robert B. Grant '66 (Managing Partner, Deloitte & Touche); Anil K. Puri (Dean); Paul F. Folino (President & CEO, Emulex); and Jeffrey Schwartz (President & CEO, Autobytel).

Members not pictured are Craig T Beam '77 (Partner, Hammes & Company); James E. Gutmann '67 (Partner, Wood-Gutmann Insurance Brokers); Jordan Law '73 (President, Aerofit, Inc.); Betty Mower (Orange County Region President, Northern Trust); and Frank P. Stanek '64 (President, Universal Studios Recreation Group).

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MOSS ADAMS LLP PRESENTS COLLEGE WITH 2ND ANNUAL ACCOUNTING FACULTY FELLOWSHIP

Thanks to the generosity of every alum (and a CSUF parent) employed at Moss Adams' Irvine Office, and the Moss Adams Foundation, the College is privileged to be able to offer its Second Annual Moss Adams Accounting Faculty Fellowship. This annual gift from our alumni employed at the 12th largest accounting and consulting firm in the nation provides research support for a junior faculty member in the College of Business & Economics' Department of Accounting. The recipient of this research fellowship will be announced on May 24th at the 2002 Scholarship Awards Ceremony at the Embassy Suites Hotel in Brea.

An enthusiastic challenge was extended by Moss Adams' Managing Partner, Chris Schmidt '81, to the College's alumni at other accounting firms to develop fellowships/professorships in support of the college's educational excellence. Moss Adams Tax Partner Corinne Baughman '84, stated, "Moss Adams is proud to continue our commitment to the College of Business & Economics through the Accounting Faculty Fellowship. We recognize the importance of providing research support for junior faculty. Our firm, like other Orange County firms and businesses, has benefited greatly from the exceptional faculty members of the CBE, and we hope our gift helps to continue the College's excellent tradition in this area." ●

For information on developing an alumni giving program in your company, please contact Ginny Pace at gpace@fullerton.edu or (714) 278-2566.

Presentation of the check making possible the second annual Moss Adams Accounting Faculty Fellowship to Dean Puri by Moss Adams donors (from left to right) Paul Spann '97, Business Assurance Senior Manager; Barbara Kelly '84, Tax Senior Manager; Scott Swearingen '92, Business Assurance Senior Manager; Christopher Schmidt '81, Managing Partner; Anil Puri; Dean; Corinne Baughman '84, Tax Partner; Brian Tunnelle '94, Business Assurance Senior Manager; Charles D. Shapero '94, Tax Manager; and David Ryssel (Candidate for MS in Taxation), Tax Staff. Not pictured is donor and CSUF parent Jim Skorheim, Litigation Services Partner.





MESSAGE FROM DEAN ANIL K. PURI

Dear Alumni and Friends of the College:

The unique feature of a business school, in comparison with other colleges on a campus, is its orientation towards and outreach to the business community. The College of Business & Economics at Cal State Fullerton has an extensive and sustaining outreach program. Throughout the year the students experience a rich and diverse exposure to practitioners through special gatherings and annually scheduled events. Orange County and Southern California business community leaders devote a significant amount of their time and effort in supporting the college's programs.

This newsletter, the third for the academic year, highlights some of the events and individuals who contribute to the vital links between the college and the community.

While continuing to enhance its established programs, the College has made two noteworthy additions. The first was an inaugural meeting in March that marked the start of the Dean's Advisory Board, a CEO-level board that will provide the College with the high visibility so essential to attracting the best of talent and resources.

Secondly, the College established its first endowed professorship – the Harry Gianneschi Professorship in Nonprofit Marketing. With the active participation of Orange County's non profit sector leaders, the College is excited to announce Dr. Mary Joyce as our new Professor in Nonprofit Marketing.

On behalf of the College of Business & Economics, I extend my best wishes to all of our students graduating on June 2nd – congratulations!

Anil K. Puri

P.S. I hope you enjoy your newsletter's "new look" — after enlisting the opinions of alumni and business friends, students, faculty, and staff, we have published a brand new College brochure and MBA informational piece using bright colors and a new format. Using the form on page 4, let us know what you think of the new look.

NOTHING SUCCEEDS LIKE SUCCESS...

And How We Like Our Golf Classic Success!

No doubt about it — the College of Business & Economics has a tradition to uphold, and uphold it we did. The Seventh Annual Dean's Summer Golf Classic, presented by Hi-Tech Environmental Products, exceeded all expectations. On June 25th, 2001 the weather was perfect, the golf was excellent, and our fund raising profit was more than \$40,000.

Full scholarships and state-of-the-art technological equipment are again available for our Dean's Scholars – thanks to our tournament sponsors, golfers, and donors.

Thank you to the many individuals and companies that helped make the tournament a huge success!

TITLE SPONSOR

Hi-Tech Environmental Products

SHIRT SPONSOR

The Pension Group, Inc.

TOURNAMENT SPONSORS

Disneyland Resort
Don Miguel Foods
Helpmates Staffing Services
Marie Callender's
Sybron Dental Specialties

TITAN SPONSORS

Pacific Snapple Distribution
KPMG LLP
Pacific Mercantile Bank
Deloitte & Touche
Hyundai Motor America

We look forward to maintaining the tradition of our ever-increasing fund raising success. The fact that our golfers can have a wonderful day while raising \$40,000 to help our students is even better than hitting a hole-in-one! ●



The winners again this year were the team from Don Miguel Mexican Foods: pictured from left, Ron Davis '69, President and CEO Steve Charton '71, Bobby Grich (he can swing a bat and a club!), and Tony De Grazier.

Taking the second spot was Pacific Mercantile Bank's foursome: President & CEO (and part-time College instructor) Ray Dellerba, John McCauley, Gary Cohee and Jerry Scanlon.

Coming in third was First Union Securities' foursome: Managing Director Ron Wright, Jerry Conn, Les Kenyon, and Jim Benson.

**JOIN US...
IT'S A TRADITION!**

**Dean's 8th Annual Summer Golf Classic
Monday, June 24, 2002**

**Play "Mission Impossible" at
Mission Viejo Golf Club**

For information or to register contact Nancy Poteet at npoteet@fullerton.edu, or call (714) 278-4049.



Dr. Mary Joyce
Gianneschi Professor of Nonprofit Marketing

PROFESSORSHIP FOR NONPROFIT MARKETING IN PLACE

The Department of Marketing in the College of Business & Economics is proud to announce the naming of Dr. Mary Joyce as the Gianneschi Professor of Nonprofit Marketing, only the second endowed professorship in Cal State Fullerton's history.

Dr. Joyce will not only develop curriculum in the area of nonprofit marketing, but she will serve as a resource to the nonprofit community and the Gianneschi Center for Nonprofit Research which exists to support and encourage the work of Orange County's many charitable organizations. According to Ephraim P. Smith, Vice President for Academic Affairs, Dr. Joyce's appointment as the Gianneschi Professor of Nonprofit Marketing will "enhance the Marketing Department, the College of Business & Economics, and Cal State Fullerton."

Dr. Joyce joins the College's Marketing Department from Emerson College's Department of Communication in Boston, where she was a tenured professor, the Graduate Program Director, and Department Chair. For two summers, Mary served at the University of Cape Town's Graduate School of Business in the Republic of South Africa.

CBE Dean Anil Puri explains, "The nonprofit sector is one of the fastest-growing segments in the U.S., and there is a need for expertise in the marketing and management of nonprofit firms. Dr. Joyce will provide leading-edge advice and professional assistance to the nonprofit sector." ●

KEEPING UP WITH FACULTY...

Dr. Vincent Dropsy, Associate Professor of International Economics, was selected as Resident Director of the 2003-04 International Programs in France, to advise and help students make the most of their educational experience in Aix-en-Provence and Paris. A long-time promoter of International Education at Cal State Fullerton, Dr. Dropsy believes, "In an area of globalization, students need to better understand other cultures, learn foreign languages, and become better informed as world citizens, as well as becoming more successful in their careers."

For more information on the CSU International Programs, consult www.gateway.calstate.edu/csuienet/.

Dr. Edward Castronova, Professor of Economics, was quoted in the New York Times: "Virtual worlds should not be dismissed as geek fringe...they make money. That's better than many other Internet ventures." Dr. Castronova recently published an economic analysis titled, "Virtual Worlds: A Firsthand Account of Market and Society on the Cyberian Frontier." The virtual world is Norrath, the locus of EverQuest, a popular online fantasy role-playing game from Sony. Lynn Harris, of The New York Times, observed, "Tracking subsidiaries is one thing.

For a real accounting challenge, try balancing the books for an entire virtual world." Apparently, the College of Business & Economics' own Edward Castronova is up to the challenge!

In April 2002, a study was published entitled "Economic Impact of California State University, Fullerton" by **Dr. Radha Bhattacharya**, Associate Professor of Economics, and **Lee Cockerill**, M.A., Lecturer in Economics. A project of Cal State Fullerton's Division of the Executive Vice President, copies of the study were given to all who attended the April 5th "2002 State of the City Address, City of Fullerton."

During this second annual luncheon attended by representatives from the city of Fullerton's business and government sectors, presentations were made by Fullerton Mayor, The Honorable Don Bankhead, and Cal State Fullerton President Dr. Milton Gordon. Dr. Gordon, during his address on "What Higher Education Brings to the Community," referenced the Economic Impact Study, the major topics of which include: The University and Orange County, Partners in the Regional Economy; What Students Spend; University Funds, Where They Come From, How They're Used; Annual Impact of Cal State Fullerton on the regional Economy; and The Cal State

Fullerton Degree, A Sound Investment for Student & Taxpayer.

If you would like a copy of this interesting study on the total economic impact of Cal State Fullerton during fiscal year 2001, please email Imencken@fullerton.edu and tell her you heard about it in CBE Connections.

Dr. Robert Michaels, Professor of Economics, was invited to participate in a fascinating set of interviews with prominent economists and policy leaders on the future of the California energy market. The interviews, entitled "Crawling from the Wreckage: Can California's Energy Market be Salvaged?" were conducted and compiled by Arthur O'Donnell, editor of the California Energy Markets newsletter, during Fall and Winter of 2001-02. The Energy Foundation funded "Crawling from the Wreckage," with financial support from the Hewlett Foundation. The April 1 edition of Public Utilities Fortnight, "the largest magazine in electricity and gas," featured articles based on the "Wreckage..." interviews.

To read these important interviews along with the biographies of the interviewees, please visit <http://ef.org/downloads/docsUpload/interviews.pdf>. ●

ALUMNI news&updates

James Jackle '89 Management, (former member of Cal State Fullerton's 1984 national champion baseball team) is the Western Division Business Development Manager for Unilever Bestfood. James' email at Unilever is jim.jackle@unilever.com.

James Chan '99 MBA, was recently promoted to Director of Projector Product Marketing for Mitsubishi Digital Electronics America. At Mitsubishi, James' is at jchan@mdea.me.com.

Genaro L. Moran '98 Bus. Admin./Finance, is Director of Monterey Park College, a private, post secondary technical and vocational school. In charge of the daily operations at the Stanton Campus, Genaro can be reached at the Stanton Campus at gmoran@montereyparkcollege.com.

Jeffrey Hutchison '77 Bus. Admin./Marketing, is with Shook Building Systems, Inc. in Miraloma, a contracting firm in their 30th year. Jeff is a Fullerton Rotarian, and can be reached at Shook at (909) 685-2556, Ext. 202.

Steve Holt '94 Accounting, was promoted to Vice President at Washington Mutual Business Banking, and opened a new commercial banking office in Irwindale. Steve enjoys playing soccer, and can be reached at Washington Mutual at steveholt@wamu.net.

Wayne Foss '72 Finance, is a five-year Adjunct Professor in the College's Finance Department teaching Real Estate Valuation and RE Market Analysis. His paper, "Small Area Population Forecast," was published in the April 2002 issue of *Appraisal Journal*. Wayne is at wfoss@fossconsult.com.

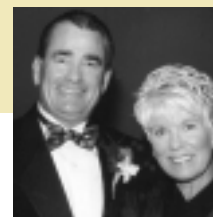
J. Brad Yochum '91 Finance, is owner of Sovereign Goup, an accounting consulting company specializing in assisting small to medium companies. Brad can be reached at Sovereign at sovgrp@aol.com or (714) 525-8080.

Mona Naffa '88 Marketing, recently became a Pharmaceutical Sales Representative at Solvay as Women's Health Specialist. Mona credits her passion for traveling to Marketing Chair Dr. Irene Lange for "opening the opportunity to combine travel, opportunities and education." Mona is a member of the College's Executive Council, and "looks forward to becoming a student mentor, where I can give back!" You can reach Mona at Solvay at mona.naffa@solvay.com

Gordon MacLean '86 Accounting, was admitted to the KPMG LLP partnership in 1999. He currently serves as President of the Board of the United Cerebral Palsy Assoc. for O.C., is an Advisory Board Member of The Entrepreneurship Institute, and serves on the College's Executive Council and golf tournament fundraising committee. Gordon can be reached at KPMG at gmaclea@kpmg.com.

Deborah Szul, '75 Accounting, recently passed the Certified Financial Planner certification exam – congratulations Deborah. She participates in our Professor for a Day program and is a strong advocate of the College. Deborah continues to offer financial advice at The Seidler Companies in Redlands, and can be reached at 909-335-8565 or by email at dszul@seidlers.com.

Chip Rathmell '86 Management Information Systems, is Vice President and Financial Advisor at Morgan Stanley. He recently "appeared" on KRLA radio's "The Home Show" to discuss asset allocation, and will be doing 3 more shows discussing topics related to investing for individuals. To find out the exact dates, contact Chip at chip_rathmell@msn.com.



Dan and Bobbie Struve
at 2002 Vision and
Visionaries Gala

ALUMNI PROFILE

CBE ALUM DANIEL STRUVE '71 RECEIVES DISTINGUISHED ALUMNI AWARD

College alumnus Daniel Struve '71, Chairman & CEO of Helpmates Staffing Services, received one of the University's highest honors at Cal State Fullerton's annual "Vision and Visionaries" gala held April 6. This unique event showcased the extraordinary achievements of six of the University's distinguished grads, and we are proud that Dan was among those honored during the evening.

Struve is Chairman/CEO of Helpmates Staffing Services headquartered in Irvine, having received his BA in Business Administration with a marketing emphasis from the College of Business & Economics here at Cal State Fullerton. The fact that Dan collateralized all of his personal assets in 1980 to buy Helpmates Staffing Services, and has grown the business into a dynamic industry leader with ten branch offices and almost \$40M in sales, proves that he is a true visionary!

Dan is very active in the staffing industry – he is past president and current board member of the American Staffing Association, as well as playing key roles, past and present, in the California Staffing Professionals, The Employers Group and the World Presidents Organization.

Struve gives back to the College by sponsoring both the Economic Forecast Conference and the Dean's Summer Golf Classic and by participating in the Professor For A Day Program. He feels strongly that CSUF's College of Business & Economics alumni in leadership positions must go out of their way to show students that employers care about their futures. In February 2000, Dan was honored at the College's annual Presidents' Day Luncheon as one of its most successful alumni. Dan and his wife, Bobbie, live in Long Beach and have two daughters and one grandson. ●

let us know!

Do you have professional or personal news, or a change of address?

Name: _____

Concentration / Degree: _____

Year Graduated: _____

Home Address: _____

Business Address: _____

Phone: (day) _____ (evening) _____

Email: _____ Web address: _____

Interests / Hobbies: _____

Business or personal news: _____

Send your update to: Office of the Dean, College of Business & Economics, Cal State Fullerton, Fullerton, CA 92834-6848 or email cbe@fullerton.edu



From Left: Associate Dean Thomas Johnson and Dean Anil Puri; Alumni Honorees Shirley Cadwell '85 (President, Reel Lumber Service), Bruce McClymonds '77 (President, Seal Furniture & Systems) and Henry Mendoza '81 (Managing Partner, Mendoza Berger & Co.); Associate Dean Katrin Harich.

COLLEGE HONORS TOP EXECUTIVES DURING PRESIDENTS' MONTH

Each February, the College of Business & Economics honors three of its most successful alumni and friends at the Presidents' Month Awards Luncheon. A faculty reception is also held in their honor, and each honoree is invited to speak to students in the classroom setting.

We are pleased to tell you a little about each of this year's honorees:

Bruce McClymonds '77, President, Seal Furniture & Systems, Inc.

Armed with the College's BA in Business Administration and an AA in architecture, Bruce McClymonds developed a diverse career that includes starting his own interior design business and serving as Architectural and Administrative Consultant at the San Onofre Nuclear Generating Station. Happiest when combining his architecture and business knowledge, Bruce joined Seal Furniture & Systems in 1992, becoming President in 1995. Bruce's comments echoed the sentiments of his fellow honorees... "I am surprised and honored that you have invited me to be a part of the activities for this special day."

Henry Mendoza '81, Managing Partner, Mendoza Berger & Co. LLP

Henry Mendoza's career has spanned more than 20 years in public accounting with over 14 years of practice in Orange County. As the Managing Partner of Mendoza Berger & Co., a regional certified public accounting firm located in Irvine, Henry is very active in professional organizations ranging from CPA societies to the Construction Financial Management Association to acting as an arbitrator for the NASD to serving on the Bankers' CDC of O.C.

Mendoza can be proud that he is such a dedicated participant in his community, including service as a member and past president of the Board of Directors of the Hispanic Chamber of Commerce of O.C.; active involvement in Youth Experiencing Success in O.C.; and service on the Boards of Directors for O.C.'s United Way, the Latino Leadership Council for Mission Hospital and California Hispanic Chambers of Commerce.

Shirley Cadwell '85, President, Reel Lumber Service, Inc.

Shirley Cadwell has been President of Reel Lumber, a family owned business, for nine years. The company provides specialty high quality hardwood for moldings, stair-rails and banisters.

Shirley's father and uncle, both of whom have now retired, started Reel Lumber, and Shirley has performed an incredible job in growing the company under difficult circumstances. Because her main challenge has been dealing with family issues, Shirley joined the College's Family Business Council as an inaugural member. She is the first to acknowledge that the help of the Family Business Council (and her own persistence!) has made it possible to overcome internal strife among family members that otherwise would have seen the company's downfall. Shirley's husband also works at Reel Lumber Service, Inc., and perhaps her five-year old daughter will be the next generation to continue the company's success! ●



upcoming EVENTS

June 2 The University/College Commencement Ceremony

Titan Sports Field, Cal State Fullerton campus, 8:30 a.m.

Commencement Speaker: CBE alumnus Ed Royce '92, U. S. Congressman, 39th District

June 24 The Dean's Eighth Annual Summer Golf Classic and Fundraiser

Join Us ... It's A Tradition!

Because this tournament is key to growing the Dean's Scholars Program, we need you at our 2002 tournament at what they call "Mission Impossible" in Mission Viejo.

On Monday, June 24, 2002, come out and challenge "Mission Impossible" while funding student scholarships at the same time – what could be better? Join us at the Dean's Eighth Annual Summer Golf Classic at Mission Viejo Golf Club in Mission Viejo...be sure to circle June 24th on your calendar right away.

Last year's golf fundraiser was the most successful ever. The Hi Tech Environmental Products foursome had such a great time, they announced their Title Sponsorship of this year's tournament a year in advance!

For information or to register contact Nancy Poteet at npoteet@fullerton.edu, or call (714) 278-4049.

PROFESSORS FOR A DAY — CARRYING ON THE LEGACY

Not only do our "Professors For A Day" alumni and friends generously share their time with students each November, but below are those special "Professors" who have generously contributed to making possible a second year of Professor For A Day Scholarship Awards. We at the College of Business & Economics thank you for helping us honor our deserving students! ●

Richard Ambrose
Richard Becktel
George Boyadjieff
Hugh and Carmen
Bridgeford
Terrance Dickens
Joan Earhart
Annette Feliciani
Bonnie Foley

Wayne Foss
Stacy Henderson
Granville Hough
Stephen Jester
Thomas Maher
Marlan Merhab
Geoffrey Payne
Jack A. Pontney

Steve Pulbrook
Seymour Rubenstein
Kerri Ruppert
Philip Schimmel
Larry Slagle
Peter Stephan
David Vodden
Kazmer Yacher, Jr.



WE STAND CORRECTED!

In the Spring 2001 issue of CBE Connections, there appeared an article on HBLA and its addition of a new partner. Please note that the Irvine CPA firm is now Hausmaninger Benoe Lang Alford and Geselowitz.

NEWS FROM CBE'S **CENTERS** OF EXCELLENCE

Mike Trueblood, Director of the College's **Family Business Council**, addressed the Western Canvas Products Association meeting in Los Angeles on March 22, 2002. Mike spoke about his expertise, "Success and Succession in Family Owned Businesses." Over half the delegates to the conference were family owned businesses. Trueblood incorporated many examples of successful family owned firms, spelling out strategies and tactics used by these companies. Some examples of strategies presented were holding family meetings, developing family statements of values, and including the next generation in estate planning and succession plans.

For information on the Family Business Council, please visit their website at <http://business.fullerton.edu/fambusiness>.

FAMILY BUSINESS COUNCIL — FAMILIES AND ENTREPRENEURIAL SPIRIT DRIVE USA

Sharing this philosophy at the College's Family Business Council workshop on January 15 was the former Governor of the State of Massachusetts and one-time candidate for the American presidency, Michael Dukakis.

Mike Trueblood, Director of the College's Family Business Council, learned that Mr. Dukakis spends the winter quarter teaching at UCLA. Having heard the former governor speak at a previous event, Mike made the



From left, Family Business Council's guest speaker Michael Dukakis; Chairman of the Advisory Board, David Harman; and Director, Mike Trueblood.

most of the geographical advantage and invited Mr. Dukakis to speak, because of his commitment to the family business sector of our society.

During his political career, Dukakis met regularly with family owned businesses and listened to what they had to say. He's convinced, according to his address, that "Politics and the Family Business ... is a must." Family businesses should not just make campaign contributions, but should engage in genuine dialog between themselves and their elected officials. Michael Dukakis' strong and straightforward advice. "Make your voice and your passions heard."

For information on the Family Business Council and future workshops, please contact Director Mike Trueblood at (714) 278-4182 or mtrueblood@fullerton.edu.

REAL ESTATE AND LAND USE INSTITUTE — APARTMENT MARKET TRENDS AND OPPORTUNITIES

As the first of two programs in the annual Dean's Breakfast Series, "The Orange County Apartment Market: Trends and Opportunities" was co-sponsored by Sperry Van Ness Commercial Real Estate Advisors and the College's Real Estate and Land Use Institute.

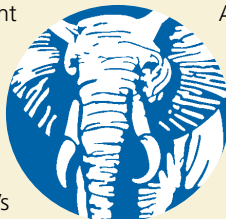
Presented on February 6 before an audience of 150 apartment owners, developers, brokers, property managers, etc., the program was moderated by the Institute's director, Dr. Donald Valachi, and featured G. Steven Donohue, President and Chief Operating Officer, Western Property Management; Pamela Wooldridge, President, Research Network Ltd; and Lawrence Thompson, Managing Director, Sperry Van Ness.

For information on our Real Estate and Land Use Institute, or to receive an announcement on next year's event, please contact Nancy Poteet at (714) 278-4049 or npoteet@fullerton.edu.

6TH ANNUAL ASSESSMENT CONFERENCE: A TURN TOWARD THE BETTER

For the first time, CSU Fullerton's Sixth Annual Assessment Conference was held in tandem with the Fourth Annual Consortium for Assessment and Planning Support (CAPS) Assessment Conference on the Cal State Fullerton campus on March 7-9, 2002.

Sponsored by the College of Business & Economics, CSUF's Academic Affairs, the CSU Chancellor's Office and CAPS, the theme of the Conference was "Outcome Assessment: Turning the Corner." Institutions of higher learning have experimented with various approaches to outcome assessment, and many valuable lessons have been learned.



As a result of research, experiment, and investigation, academics have increased their knowledge on how to use assessment data to improve academic programs and institutions. They're learning more about how to integrate planning, assessing and budgeting, and have discovered assessment methods that really work.

The conference was created to bring together experienced individuals who could help other program creators and institutions "turn the corner" and use outcome assessments in order to make a positive impact on long-term goals aimed at achieving improved programs and greater success. ●



Business Week Keynote Speaker Roger E. Glickman (on left), Co-Founder, President and Chief Operating Officer of Great Circle Family Foods, exclusive franchisee and area developer for Krispy Kreme Doughnuts in Southern California, pictured with Jerry Brian, Business Inter-Club Council President.

BUSINESS WEEK 2002

Another smashing success, this year's annual Business Week, sponsored by the College and the Business Inter-Club Council, was held on campus on February 19-21, 2002. The event was "kicked off" with the traditional "Breakfast with the Professionals," attended by representatives from many of Orange County's industries and over 250 of our students. During conversations over breakfast, students were given the opportunity to obtain a "real world" business perspective from these professionals.

Sharing the ups and downs of his successful entrepreneurial career was Roger E. Glickman, pictured above. Over the three days, other speakers that generously shared their experiences with our students were Paul S. Park, District Director, Northwestern Mutual Financial Network; Eugene L. Babcock, Vice President of Finance, Beckman Coulter, Inc.; Jane V. Hall, Ph.D., Professor of Economics and Co-Director of the Institute for Economic and Environmental Studies; and Gary Simler, Group Vice President, Oracle Corporation.

The real task force behind this event is the Business Inter-Club Council (BICC), a student group that serves as the coordinating board for all the College of Business & Economics' clubs and organizations. The BICC helps students make important business contacts – and the BICC certainly accomplished its mission during Business Week 2002! ●

NEW BANK SURVIVES FINANCIAL UNCERTAINTY FOLLOWING 9/11

While most of us on the West Coast can only imagine the devastation of 9/11, the economic impact of the events on that terrible day did reach from sea to shining sea. Consequently, Ken Cosgrove, who serves as a member of the College's Executive Council, faced great business uncertainties immediately following the attack on America. Just two days earlier, Premier Commercial Bank had mailed its initial prospectus to potential investors!

Now the bank's chairman, Cosgrove said that despite the catastrophic events of September 11, Premier not only raised \$7.3 million in 60 days, but this new financial institution also opened its doors for business in Anaheim. According to an article written by Jan Norman in The Orange County Register, within the subsequent 60 days, Premier went on to accumulate \$25 million in assets (equity plus loans and investments made).

Ken Cosgrove is one of the nearly 60 Southern California business leaders who make up the Executive Council that assist the College of Business & Economics achieve its goals of academic excellence and community recognition, while enhancing the next generation of business leaders. ●

STUDENT TUTORING CENTER — GIFTS THAT HELP OUR STUDENTS REALIZE THEIR GOALS

In November of 2000 and 2001, we sent out a request to all alumni asking for help with the Student Tutoring Center, badly in need of equipment and additional tutors. Because the Student Tutoring Center must rely solely on private funding, the generosity of you, our alumni, has been exciting. The 2001 request, made after the 9/11 attack on our nation, left us wondering what your response would be...and a most remarkable thing occurred: the donations exceeded the previous year by over 18%!

On behalf of the students needing tutoring services to help realize their educational goals, we recognize and thank these that generously offered that help:

Richard Adams
Pat Ames
Richard Armstrong
Anthony Babich
Relie Bacho
Nick Balestino
Gary Barlsley
Lisa Basta
Anthony Bell
Sarita Bhatt
Darrell Bice
Robert Bogosian
Ayman Botros
W. Chris Broquist
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Robert Brown
Cynthia Bullis
Jeannette Byrd
Deborah Caine
Vincent Calvillo
Shant Celikian
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Rita Ann Flores
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Helen Geiger
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Maryellen Keating
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C.R. Kraft
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Timothy Reynolds
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Alan Robinson
Donald Robinson
Victor Rodriguez
Theodore Rose
Michael Route
David Safford
Dennis Salts
Robert Schneider
Lee Schulman
Joyce Sears
Eric Shuey
Scott Smith
Marcelo Sroka
Huyen Stefan
Neil Stenton
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Guadalupe Stout
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Vinod Thomas
Wendy Van Der Kraan
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Julie Venegas
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Dian Wyman
Raymond Yates
Christopher Yourex