

CBE Connections

COLLEGE OF BUSINESS AND ECONOMICS

THREE VISIONS OF OC'S FUTURE: MIDYEAR ECONOMIC FORECAST UPDATE EVENT

On April 22, the College of Business and Economics presented a joint event – the College's annual Midyear Economic Forecast Update and the Orange County of Tomorrow—Three Visions.

The program led off with the Midyear Economic Forecast by College Dean Dr. Anil Puri, who is also Co-Director of the Institute for Economic and Environmental Studies. Immediately following the Forecast, the standing-room-only crowd heard from three of the county's most dynamic mayors, each giving his vision of the Orange County of tomorrow:

- Irvine Mayor Larry Agran explained his reasons for supporting the proposed Orange County Great Park at the former Marine Corps Base at El Toro.
- Anaheim Mayor Curt Pringle discussed the need for an Orange County-wide promotion of tourism because Anaheim's bed taxes provide funds across all of the County.
- Santa Ana Mayor Miguel Pulido (CSUF '80) spoke about Santa Ana's financing of an international business center and emphasized his belief that "businesses' ability to compete internationally is paramount."

It was an exciting morning, and Dr. Puri's Midyear Forecast Report and the complete text of the mayors' presentations is available online at <http://business.fullerton.edu/octomorrow>.

Media coverage of Dr. Puri's forecast was extensive including the front cover of The Orange County Register's Business Section; radio interviews; coverage in O.C. Metro and the Orange County Business Journal.

Many thanks to Corbin & Wertz for their support as our Gold Sponsors! ●

Many thanks to our dynamic panel of mayors, (from right) Irvine Mayor Larry Agran, Anaheim Mayor Curt Pringle, and Santa Ana Mayor Miguel Pulido (CSUF '80). Also pictured (from left) Dean Puri, Dr. Jane Hall and University President Milton Gordon.

FAMOUS GRAD REMINDS STUDENTS TO DISCOVER THEIR OWN STAR QUALITIES

Every major institution of higher learning takes great pride in graduates who go on to fame and fortune in the world. Living and working just a short distance up the freeway from Cal State Fullerton is one of its most famous graduates, Kevin Costner. The College of Business and Economics particularly enjoys visits from Kevin who graduated in 1976 with a degree in Marketing...and the rest is silver screen history!



Kevin Costner '78, spent almost two hours speaking "off the cuff" to the College's students and answering their questions.

Visiting the campus in February, Kevin spoke to a select audience of business students and business club leaders. The movie super-star delivered a message well suited to anyone working towards career goals while aspiring to lifelong satisfaction: "Follow your heart, find a career that makes you happy...enjoy what you do."

Kevin was an outstanding athlete (baseball), who found school a challenge. He strongly advocates the importance of getting an education and stresses the value of having an opportunity to take the undergraduate journey to self-discovery.

Despite periods of uncertainty and confusion, Kevin stayed in school and nurtured his dream of making it as an actor. During his quest for a college degree and self-identity, he also found out who he wasn't and learned that people must recognize what they don't want to do, as well as what they do want to do. He insists that everyone's heart clearly signals the career path to take; one only has to listen and follow its directions. In his comments he said, "I work at what fires my imagination ... I can work sixteen hours a day because I love what I do."

Sharing stories of his entrepreneurial ventures, Costner spent nearly two hours engaging the students in discussion. Kevin sent the students home to seek their dreams, listen to their hearts, and find the career that will bring them joy. Good advice! Kevin Costner is another of our incredibly successful grads that gives back to the College, saying, "... it will always be my school!" ●



INSIDE

ARTICLE	PG#	ARTICLE	PG#
Message from the Dean	2	Alumni Receive Presidential Treatment	5
Maurice Meyers	2	Upcoming Events	5
Our Associate Dean Receives National Award	2	Business Week (continued)	5
Dean's Summer Golf Classic	3	News from CBE's Centers of Excellence	6
Business Week	3	Student Scholarship Donations Up 26%	7
Keeping Up with Faculty	3	"Let Us Know" Form	8
Alumni News & Updates	4		
Chris Schmidt, Alumni Profile	4		

Vision Statement

Creating and applying knowledge that transforms student lives, develops business leaders and shapes the regional economy.



MESSAGE FROM DEAN ANIL K. PURI

"Who Says Elephants Can't Dance?" is the title of a recent book by Louis Gerstner Jr., the former CEO of IBM. Inheriting a lethargic giant threatened with losing its world dominance, the IBM chief set upon changing the direction and focus of the company. By the time he left IBM last year, the company had once again been transformed into a dominant force in the fiercely competitive information technology industry.

Being the largest business school in California and the third largest in the nation gives us the wherewithal to make an impact. As IBM's renewed success came from looking hard at its direction and focus, the College of Business and Economics is embarking upon a continuous process of self-evaluation and improvement, focusing on our stakeholders and taking advantage of our changing landscape. This spring, as the College goes into the third year of its formal strategic planning exercise, we are building on the renewed focus of our two key constituencies – students and regional businesses.

This issue of the newsletter highlights some of the results of our efforts in connecting with our alumni and business leaders. As the academic year draws to a close, we can look back with satisfaction on an engaging and solid year of progress, and look forward to our plans to make the College of Business and Economics at Cal State Fullerton the premier business school in Southern California.

Anil K. Puri

MAURICE MYERS, THE "FIX IT MAN"

Chairman, President and CEO of Waste Management, Maurice Myers '64, is the 2003 Commencement Speaker for the College of Business and Economics' graduation ceremony. Myers also visited College's students in the classroom setting on February 13, 2003. Formerly with Yellow Corporation and President and Chief Operating Officer of America West Airlines, this highly successful alumnus graduated from Cal State Fullerton with a degree in Business Administration in 1964.



Waste Management is the fourth largest trucking company in the U.S., with 33,000 trucks on 19,000 routes daily, staffed by 55,000 employees. On the west coast, the company converts gas from landfills to liquefied natural gas to fuel all the companies' trucks on the east coast. The company converts the landfill gas to electricity for hundreds of homes.

Maurice Myers '64, Chairman, President and CEO of Waste Management, visited the College and shared his powerful insights with a class of Management students

(continued on page 5)

OUR ASSOCIATE DEAN RECEIVES NATIONAL AWARD

Dr. Katrin Harich, Professor of Marketing and Associate Dean of the College of Business and Economics at Cal State Fullerton is the Marketing Educator of the Year, awarded by the Marketing Educators' Association.

"As I thought about the Marketing Educators' Association and the many people who have made major contributions ... it is clear in my mind that Professor Harich is one of the giants," said Harold H. Kassarian, UCLA emeritus professor and an adjunct professor at Cal State Northridge, in a letter nominating Harich for the award. "But beyond that, if one thinks about the great teachers and the solid researchers in our organization or those who have made their mark in professional service, again Katrin Harich stands tall even among the giants."

the College of Business and Economics in 1998. In addition to her administrative duties, the Los Angeles resident is active in the classroom. This spring, she is teaching an upper-division course on buyer behavior. Her classroom skills have been recognized with the College's Distinguished and Outstanding Faculty awards.

"Katrin believes very strongly in teaching and student learning," said Irene Lange, Department Chair and Professor of Marketing. "This award recognizes and rewards the passion that she puts into this effort." ●



Pictured with her Aunt Katrin, Pauline Harich said, "I think it's super that my aunt is the Marketing Educator of the Year. I am very proud of her and I also know that she worked hard for this honor."

Congratulations Dr. Harich – the College is very proud to call you its own!

A member of Cal State Fullerton's faculty since 1990, Harich was appointed Associate Dean for

BUSINESS WEEK

KEYNOTE SPEAKER PROVIDES A REAL TREAT



Bill Rue (right) of Salton, Inc., Keynote Speaker at Business Week, with Marketing Department Chair Irene Lange and Distinguished Alumnus Terry Dickens '67.

Business Week at the College of Business and Economics is an annual student-run event that includes many activities involving the outside business community with keynote presentations and discussion panels featuring top business executives, a career fair, and many networking opportunities.

A tremendous example of a top executive giving his time and expertise on behalf of our students is Mr. William Rue, President and Chief Operating Officer of Salton Inc. Mr. Rue traveled from Chicago to participate as Keynote Speaker for February's Business Week for the students of the College of Business and Economics.

Salton Inc. is a leading domestic designer, marketer and distributor of a broad range of branded, high-quality, small appliances including the George Foreman Lean Mean Fat Reducing Grilling Machine. (continued on page 5)

join us

IT'S A TRADITION

NINTH ANNUAL DEAN'S SUMMER GOLF CLASSIC MONDAY, JUNE 16, 2003 COTO DE CAZA COUNTRY CLUB

Come out and help support our Dean's Scholars by contributing to the success of the College's premiere fundraiser!

Bring a foursome! Check out the sponsorship opportunities! To receive a brochure on the golf tournament, contact Nancy Poteet at (714) 278-4049 or email npoteet@fullerton.edu — or register online at www.business.fullerton.edu/golf/

Title Sponsor:

VitroCo Materials Technology

Other sponsors include:

- Disneyland Resort
- Don Miguel Mexican Foods
- Helpmates Staffing Services
- Lubreco Printing
- Metropolitan West Capital Management
- Pacific Mercantile Bank
- Pacific Snapple Distributions
- Robinson, Calcagnie, & Robinson
- Sybron Dental Specialties
- The Pension Group

KEEPING UP WITH FACULTY...

ECONOMICS

When Dr. Denise Stanley, Assistant Professor of Economics, remarks that she thinks there's something fishy about our utility rates, she means exactly what she says. Dr. Stanley was one of twenty-four faculty awarded a 2003 CSU Special Fund Summer Stipend for Research, Scholarships, and Creative Activity. She is studying California farm-raised trout and water use, focusing on whether increased water and utility rates bring about practices that actually create less pollution to California's waterways.

Joining us is Davina Ling, Assistant Professor of Economics, awarded a Ph.D. from Massachusetts Institute of Technology. His research interests are mental health, pharmaceutical markets, and the health care industry. In 2001-2003, Dr. Ling was a post-doctoral research fellow at the Harvard Medical School and the Harvard School of Public Health in Boston.

A second new faculty member is Robert Mead, Assistant Professor of Economics, a doctoral graduate from the University of Pittsburg. His specialty is reform and transformation in rural China.

And finally, Economics welcomes Dr. Feng Xiao, Assistant Professor of Economics, with a Ph.D. from the University of Massachusetts. Dr. Xiao's research interests are corporate finance and investment, banking and financial markets.

MARKETING

Committed to teaching business students that community service is an increasingly important means of communicating good will, Dr. Kathy Brzovic created a pilot program for her students to volunteer their time at pre-selected, non-profit organizations such as Working Wardrobes for a New Start, Easter Seals Senior Day Care, Anaheim



Achieves (a YMCA affiliation), and THINK Together. Dr. Brzovic will design an assignment specifically for your community service organization — if interested, please contact The Community Service Learning Center at (714) 278-3746.

Students aspiring to careers in retail marketing greatly benefit from Robert Jones' class in Retail Marketing Strategy. Working closely with the retail

industry in Southern California, Professor Jones creates and leads field trip activities that create contacts for student internships, scholarships, and coveted retail career opportunities. This spring Jones conducted his ninth annual trip to Tiffany & Co. in San Diego, and his 28th to San Francisco to visit Macy's and Nordstrom! Other annual student trips include Target Stores, Bristol Farms, South Coast Plaza and Fashion Island.

FINANCE

Dr. Jing Yang, Assistant Professor of Finance joins us as a doctoral candidate (August 2003) from the University of Colorado. Dr. Yang is a member of the American Finance Association, and was selected to represent the University of Colorado, Boulder at the Financial Management Association 2002 Doctoral Consortium.

INFORMATION SYSTEMS & DECISION SCIENCES

New faculty member John Erickson, Assistant Professor of Information Systems and Decision Sciences, received his Ph.D. from the University of Nebraska. His areas of expertise are systems development, software stability, modeling language, e-commerce, and m-commerce. ●



ALUMNI

news&updates

Tara Balfour '95 (MBA, Finance) Tara is Market President for Bank of America in Orange County and is a nominee for the 2003 Women in Business Awards. She is active in a variety of community service organizations, and serves as a member of the Dean's Advisory Board of the College of Business and Economics. Tara's strong leadership has led the Bank of America California Commercial market to its number one position in overall performance among the company's six national regions.

Brandon Dickens '99 (Finance) Brandon is a financial analyst for Cattelus, Inc. and works primarily with an industrial development group that, among other projects, is developing the former Kaiser Steel property near Fontana. Brandon and his wife Tawny are also the proud parents of Austin Tennyson Dickens, their second child, born April 1, 2003.

Terry Dickens '67 (Business Administration) Terry and his family are long time Titans Baseball fans and now they can boast a new addition to their cheering section. Austin Tennyson Dickens was born on April 1, 2003. Austin is Terry's fourth grandchild. Congratulations to the Dickens family!

Michael Hefner '83, '88 (BA, MBA Finance) Frequently quoted as an expert in his field by papers such as the *Orange County Business Journal*, Mike Hefner is Senior Vice President of Voit Commercial Brokerage, Orange County's 5th largest commercial real estate brokerage firm. Congratulations to Mike for finishing 2002 as one of Voit's top ten brokers.

Stephan Markowitz '83 (Finance) Congratulations to Stephan for his recent appointment as President of MBK Real Estate, Ltd. Formerly President of their homebuilding division, Stephan has worked for MBK for six years. His plans for the company include combining retail and homebuilding projects, which he sees as a solution to both Orange County's housing needs and lack of available land. Stephan also serves on the College's Dean's Advisory Board.

Marlan Merhab '64 (Business Administration) Marlan and his wife Betty were recently highlighted in April's edition of *Orange Coast Magazine*. Marlan is Senior Vice President for Salomon Smith Barney and Betty is a lawyer, turned Chief Operating Officer of her family's real estate company, The Eadington Companies. Their daughter-in-law, Donna Merhab, threw out the first ball at the Angels vs. Yankees game at Edison Field on April 23. Marlan is a member of the Dean's Advisory Board.

Chip Rathmell '86 (Management Information Systems) Congratulations to Chip for becoming a Certified Investment Management Analyst. Many years as an investment consultant qualified Chip for the intense two-week program and his hard work led him to successfully pass the four hour exam to receive his certificate. Chip currently serves as Vice President and Senior Consultant for Morgan Stanley and is a member of the College's Executive Council.

Joe Rosenfelt '02 (Marketing) Joe is beginning his career in finance and domestic bond trading as a new associate for State Street IMS West. Joe's email is joerosenfelt@aol.com.

Darrick Weeks '92 (Finance) In April of last year, Darrick was recruited to serve as CEO and President of the Safeway Rocky Mountain Federal Credit Union in Centennial, Colorado. Darrick may be reached at dweeks@srmfcu.org.

Mitchell Zehner '83 (Finance) Senior Vice President for Voit Commercial Brokerage for the past four years, Mitch has been on Voit's #1 brokerage team all four years. Married to Cathy, also a CSUF grad ('82, Communications), they make their home in Orange.



ALUMNI PROFILE

CHRIS SCHMIDT:
"PAY-BACK KEEPS THE DOORS TO SUCCESS OPEN. YOUR GIFT IS A KEY."

Were you to ask him, Chris Schmidt '81 will tell you he is living proof that a Cal State Fullerton education provides its graduates with, "the keys that can open doors to unlimited opportunity and success." During the past 22 years in the accounting profession, Chris used his keys to pass through doors that have led to impressive achievements and an extremely rewarding career.

After a brief stint as an accountant for a local firm, Chris joined Moss Adams, the 10th largest full-service accounting and consulting firm in the U.S., as an Audit Supervisor in 1986. He became a partner in 1991 and the Managing Partner of the Orange County office in 1997. In this capacity, Chris led the firm to solidify its regional powerhouse status while he worked on a variety of operational and personnel issues. In September 2002, Chris was elected to the firm's Executive Committee, the entity responsible for the operation and administration of the firm.

Chris is also a member of the Moss Adams Foundation, a responsibility he takes seriously. The Foundation, in partnership with Moss Adams' College alumni, makes annual contributions to the College's Moss Adams Accounting Fellowships.

A man with an infectious sense of humor, Chris is a CBE graduate with a fervent message for alumni. He enthusiastically urges all CBE alumni to commit to rewarding their alma mater for the "keys" they acquired there — keys, which most likely unlocked the door to better living: "My education at Cal State Fullerton cost so little, yet provided me with a career and a life for which I am deeply grateful. Those of us who are so fortunate should accept an obligation to pay back, whenever and whatever we can. We should all be a part of a gift-giving program, understanding that even very small dollar amounts matter in a big way."

A gift-giving program? Chris points out that most alumni do not realize such a program exists, nor are they aware that our College needs money and graduate resources in order to continue doing an exemplary job. Unfortunately, Cal State Fullerton's budgets are subject to the vagaries of the California state financial status. And, Chris adamantly insists, we can't afford to cut back on access to the array of all-important educational keys that enable our students to learn, flourish, and excel.

A consummate professional, Chris is also always striving for a well-balanced life. He enjoys snowboarding, mountain biking, and most outdoor sports with his three sons Spencer, 15; Ian, 13; and James, 9.

(continued on page 5)



The College's 2003 Presidents' Month Honorees are three very successful and dedicated alumni: Chris Schmidt '81, Tara Balfour '95, and Peter Stephan '78.

ALUMNI RECEIVE PRESIDENTIAL TREATMENT

Each February, the College of Business and Economics celebrates three of its most successful alumni and friends during President's Month. In addition to inviting the honorees to speak to students in the classroom setting, the festivities include an award luncheon and faculty reception. We applaud the success of this year's honorees and thank them for their continued support to the College:

Tara Balfour '95. Tara is a 16-year Bank of America veteran and currently serves as Market President, responsible for commercial banking in California, regional middle market commercial banking clients, and government and institutional banking business statewide. Tara is an active member of the College's Dean's Advisory Board, and regularly donates her time to sharing her expertise with our students — most recently she was the keynote speaker for the MBA Honors Reception, enthusiastically passing on her story as an example to graduating students.

Chris Schmidt '81. As Managing Partner of Moss Adams for the past six years, Chris has grown the local Orange County office from 13 to 50 employees. Chris is a very dedicated alumnus, and under his leadership, our accounting alumni employed by Moss Adams, in partnership with the Moss Adams Foundation, generously donate funding annually for the Moss Adams Accounting Fellowship. An avid outdoorsman, Chris enjoys snowboarding, mountain biking, hiking and playing hard with his three boys, Spencer, Ian and James.

Peter Stephan '78. In the retirement business for nearly 30 years, Peter Stephan is President of The Pension Group, a rapidly growing pension administration firm located in Irvine. Peter is active in a variety of professional organizations and advises both insurance and mutual fund companies on developing 401(k) plan services for their employees. Peter is a very committed member of the College's Executive Council, serving for many years on key committees. He generously supports the College through event sponsorships, and regularly returns to campus as a Professor for a Day. ●



upcoming EVENTS

June 16 **College of Business and Economics' Ninth Annual Dean's Summer Golf Classic at Coto de Caza Golf Club**

9:00 a.m.; Registration and Driving Range Warm Up
11:00 a.m.; Lunch, Shotgun Tournament Start
Our biggest scholarship fundraiser – join the fun!
Contact: Nancy Poteet at (714) 278-4049 or email: npoteet@fullerton.edu

Oct. 28 **Mark your calendar for our economic exposé! 10th Annual Economic Forecast Conference**

Hyatt Irvine — 7:30 – 9:30 a.m.
Presented by Dr. Anil K. Puri, Co-Director, Institute for Economic & Environmental Studies, and Dean, College of Business and Economics, Cal State Fullerton In partnership with the Orange County Business Council
For registration information, please contact Ginny Pace at (714) 278-2566 or email gpace@fullerton.edu

CHRIS SCHMIDT *(continued from page 4)*

Chris deeply appreciates that he lives the American Dream. For him, an integral part of his good life is being committed to paying back the school where he got the education that started him on the path to his success. He wants other alumni to join him and get with the program: The College of Business and Economics Fellowship program, that is. ●

For information about the Fellowship Program, call Ginny Pace at (714) 278-2566 or email gpace@fullerton.edu.

BILL RUE *(continued from page 3)*

Mr. Rue explained the importance of brand name recognition, discussed specific marketing techniques and branding ideas, and revealed promising concepts for the kitchen of the future. According to Mr. Rue, tomorrow's kitchen will be a household hub, complete with a computer/internet connection.

Not only did Mr. Rue share his rich experience and "real world" advice with 250 business students, but he also gave each one a George Foreman "Champ" Grill! ●

MAURICE MYERS *(continued from page 2)*

Mr. Myers explained to the management class that he is a "fix-it man," and described for them how he turned several transportation companies into successful enterprises. Since joining Waste Management, he has implemented a strategic plan that includes refocusing on operational excellence, divesting non-core assets, and establishing a more disciplined system of capital allocation.

We are proud that such influential alums as Maurice Myers understand the importance of sharing their amazing stories and powerful insights with our up and coming business students! ●

CBE

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

CENTER FOR ENTREPRENEURSHIP NEEDS YOUR EXPERTISE TO HELP STUDENTS SUCCEED

Interviews of many successful business owners reveal that an important component of success in business is that one's efforts must consistently add value for one's customers. Management Professor Dr. Michael Ames, Director of the College's Center for Entrepreneurship, believes that true success in business and in life entails more than just adding value for customers in a narrow commercial sense; it involves making a difference for one's community. And Dr. Ames enthusiastically claims that, "Alumni business owners who choose to get involved with the Center's students can help make possible their pathway to success."



The Center is seeking established alumni business owners who are willing to advise students and other alumni as they plan and launch new ventures that fall into five categories: service, distribution, manufacturing, retail, and construction. Student start-ups during the Center's very successful fledgling year were varied: fitness apparel distribution, auto detailing, development of a new brand of salsa (sauce), www product sales and residential-housing rehabilitations—to name a few.

The motto of the new Entrepreneurship concentration is, "Add value and make a difference." Add involvement in the program to your life, and make a rewarding difference in the lives of some very motivated students.

To find out today how to add value and make a difference to the College's entrepreneurial students and other alumni, email Dr. Ames at sbiames@fullerton.edu.

FAMILY BUSINESS COUNCIL FOUNDING MEMBER STARTS COUNCIL'S ENDOWMENT

Many, many thanks are extended to Rick Muth, President of Orco Block — and founding member of the Family Business Council — for making the first generous gift pledge toward establishing a \$500,000 endowment for the Family Business Council. The endowment will be used to fund the creation



Family Business Council endowment contributor, Rick Muth of Orco Block, is the recipient of the 2003 California Small Business Person of the Year Award.



of a professorship for the undergraduate management course, "Family Business Dynamics;" the generation of student scholarships; and development of distance learning capabilities on the Council's website.

At a recent Council workshop, Dean Puri personally recognized and acknowledged Mr. Muth's substantial gift, affirming Rick's support of the long term educational goals and philosophy of the College's Family Business Council.

UNDERSTANDING THE STOCK MARKET IS KID'S PLAY, THANKS TO CENTER FOR ECON EDUCATION

The College's Center for Economic Education is convinced that it's never too early to learn about investing and how to be financially fit for life. The Center offers programs to K-12 grade teachers — including special stock market simulations for high school students.

Students enjoy the game aspect of the ten-week stock market simulation exercise. It teaches them what it's like to deal in the stock market: to research a company prior to purchase, to develop a portfolio of different stocks, to watch and judge the ebb and flow of the market, to evaluate stock performance, and to decide when to sell, buy, or hold. Predictably, economic know-how creates more successful parents, investors, employees, and managers.

The Center is always seeking alumni to assist with this important program. Dr. Chiara Gratton-Lavoie, Director of the Center for Economic Education, explains, "So many business students move on to become successful professionals and decision-makers, contributing greatly to the success and growth of the economy, regionally and nationally. Voluntary alumni involvement in Center activities would constitute a great contribution to the Center's mission and goals. And, bringing their economic and financial knowledge and experience into the classrooms would be an exciting!"

If you want to be involved in helping future generations become more financially fit, please call Dr. Gratton-Lavoie at (714) 278-2249 or cgratton@fullerton.edu.

INTERNATIONAL EDUCATION PROGRAM FOR INVESTMENT BANKERS

The College and its Center for Insurance Studies are hosting an international education program for a delegation of investment bankers from Everbright Securities Co., Ltd.

Everbright engages in securities underwriting, brokerage operation, fund and asset management, investment consulting and corporate financing. We are excited to be hosting this group from China, and during their training program, the delegation will meet with several local securities/financial firms. ●

OUR ALUMNI ANSWERED THE CALL — STUDENT SCHOLARSHIP DONATIONS UP 26%

One of the areas severely affected by the past year's economic decline is that of student scholarships. In November, the College called on alumni to bridge the gap, asking for donations to provide essential scholarship funds to deserving students. Because of your tremendous response, the College of Business and Economics has not realized any drop in our scholarship offerings – quite the contrary!

On behalf of the students who benefit from the alumni sponsored scholarships, we are proud to recognize our donors and extend a huge thank you to all who generously offered their help in this time of need.

Jeff Akahoshi
James Allen
Tom Andahl
Mary Anderson
Hajime Aoki
Eric Azariah
Nicholas Balestino
K.P. Balkrishna
Gary Barsley
Tracy Baumea
Andrew Bautista
Joe Beattie
Anthony Bell
Clement Berridge
Sarita Bhatt
Michelle Blacconiere
Joel Blanford
Steve Bowers
Marshal Brecht
Curt Breitfuss
Monica Brislaw
Cynthia Bullis
Jeannette Byrd
Maria Rosario Caicedo
Eric Catherine
Shant Celikian
Louis Chazen
Dennis Ciolli
Paul Collins
Jennifer Connell
Richard Connolly
Robert Constantine
Helga Coover
Louis Coppola
Anthony Cordova
Terry & Lee Cox
Oren Crothers
Cheryl Crowe
Larry Cucovatz
Gary Cuiper
Mary Curtius
Sinh Dang
Truong Dao
Robert Dessommes III
Robert Dickson
Patrick Donahue
Frank D'Orsi
Richard Dowell

Michael Doxey
Leonard Dreyer
Edison International
Paul Edwards
Brian Eid
Anna Belle Emery
Arvin Erickson
Robert Evans
Andrea Evans
Gregory Farris
Mike Figueroa Jr.
Rita Ann Flores
Lester Fujimoto
Lisa Gallagher
Julie Gallant
John Gamble
Warren Goldshine
Terri Grassi
Tim Graven
Richard Haddad
Patricia Handy
Mike Harding
Mary Harris
Roger Hawley
Richard Hedrick
Dorothy & Bill Heide
Michael F. Hicken
Dan Hoffman
Mark Holmes
Charles Horvath
Andrea Horwatt
Grant Howlett
Brent Hoyler
Joyce Hunter
Scott Huson
William Joseph
Paul Kaidasz
Andrew Kaluznu
Isabel Kang
Jeffrey Kaylor
Maryellen & Michael Keating
John Kelton
Julie Kersting
Karen Kinoshita-Pepe
Lisa Kluever
Debrah Knight
Lee Koerner
Martin Kudler

Kenneth Lahr
Joseph Yong Taeg Lee
Dawn Lee
Michael Leigh
Elizabeth Lisek
Richard Lockwood
Donna Lum
David Macias
Jill Magallanes
Tim Marchal
Sue Martin
Brian McCarthy
Bruce McClymonds
Nicole Menard
Scott Middleton
Theodore Millard
John Mitchell
Alfred Morales
Annette Moran
Cheryl Borris Morenc
Cory Murdock
Patrick Murphy
A. Maurice Myers
Julie Nakata
Theron Nelson
Kenneth Nero
Gina Nguyen
Beverly Nihei
Anthony Nikaj
Scott O'Brien
John Ott
Bimal Patel
Geoffrey Payne
Forrest Pendleton
Tram Phan
E. Michael Pinchot
Tara Pozos
Ernest Reyes
Keith Ricketson
John Rios
Paul Robidoux
Donald Robinson
Michael Rodebaugh
Victor Rodriguez
Michael Rossi
Carmela Roth
John Roth
Michael Route

David Safford
Saint-Gobain Corporation
Alfred Sanchez
Anthony Sandoval
Calvin Schneider
Robert Schneider
Richard Schweppe
Susan Shigenaka
Ryan Smith
Charles Spicer
Neil Stenton
Paul Stevens
Greg Stoff
Tim Strom
Vinod Thomas
Charlie Tocker
Jeannette Tozaki
Ky Tu
Joyce Urone
Wendy Van Der Kraan
Jeff Van Harte
Melinda Varela
Lawrence Vargus
Antonio Vasquez
Nida Vatanaskul
Deborah Vaughn
Frank Villanueva
Pilar Villasana
Paul Viscetto
Verne Wagner
Philip Waldstreicher
Mark Wallace
Walt Disney Co.
Lucinda Watkins
Bruce Weaver
Nancy Weinrich
Matthew A. Wight
Steven Wight
James Wilczek
Stuart Williger
Wayne Winters
Christine Wong
James Woods
Dian Wyman
Raymond Yates
Judith Weigand
Nancy Weinrich

Please tell us about yourself and provide feedback on the alumni newsletter at http://business.fullerton.edu/cbe_connections.htm

I thought you might like to know that the newsletter truly is serving its purpose to update people on what alums are doing and to keep people in touch. I was very pleased to receive emails from a CSUF classmate and a current student. It's great to see that the newsletter really helps to foster relationships between fellow alums and current students. Thanks for all your hard work!

— Tabitha Rainey '99, Associate, Sheppard, Mullin, Richter & Hampton

Save the Date

Mark your calendar for our economic exposé!

9TH ANNUAL ECONOMIC FORECAST CONFERENCE

October 28th at the Hyatt Irvine, 7:30 – 9:30 a.m.

For registration information, please contact Ginny Pace at (714) 278-2566 or email gpace@fullerton.edu.



If you have any professional or personal news, or a change of address – please complete the “**Let Us Know!**” form.



Let us know!

Name: _____ Title: _____

Concentration /Degree: _____ Year Graduated: _____

Home Address: _____

Business Name: _____

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 and Economics, Cal State Fullerton, P.O. Box 6848, Fullerton, CA 92834-6848, email cbe@fullerton.edu or fax (714) 278-7101



CBE CONNECTIONS

Editing Committee	Katrin Harich Todd Nicholson Anil Puri
Editor	Ginny Pace Gpace@fullerton.edu
Assistant Editor	Natalie Gowen Ngowen@fullerton.edu
Copywriter	JoAnn Bryne Jbyrne@fullerton.edu
Graphic Designer	Belinda Freeth Freeth/Moroz, Inc.

YOUR PERSONAL CONNECTIONS TO CBE

Dean	Anil Puri Apuri@fullerton.edu
Associate Dean	Katrin Harich Kharich@fullerton.edu
Associate Dean	Tom Johnson Twjohnson@fullerton.edu
Director of Community Affairs	Ginny Pace Gpace@fullerton.edu
Director, Principal and Major Gifts	Marcia Miller-Harrison Mmiller-harrison@fullerton.edu

<http://business.fullerton.edu/>



College of Business and Economics
California State University, Fullerton
Fullerton, CA 92834-6848

