

CBE Connections

COLLEGE OF BUSINESS & ECONOMICS

COLLEGE OF BUSINESS & ECONOMICS AND ORANGE COUNTY BUSINESS JOURNAL RECOGNIZE FAMILY OWNED BUSINESSES

For the third consecutive year, the College's Family Business Council and the *Orange County Business Journal* presented the Family Owned Business of the Year Awards recognizing the county's successful family owned businesses. The event, held in November at the Hyatt Regency Irvine, honored the following five businesses in the categories identified:

Small Family Owned Business

Cascade Pump, Santa Fe Springs

Medium Family Owned Business

Anderson & Howard Electric, Inc., Irvine

Large Family Owned Business

Ayres Hotel Group, Costa Mesa

"Up & Coming"

Family Owned Business

TAPS Fish House & Brewery, Brea

"Longevity" Family Owned Business Award

J.F. Shea Co., Walnut

*Award
winning members of our
Family Business Council are Tom and John
Summerfield of Cascade Pump (Center),
surrounded by Council founders Judy and Dave
Harman, Dean Puri, and Council Director Mike Trueblood.*



The College of Business & Economics is particularly proud that Cascade Pump, founding member of the College's Family Business Council, received the Small Family Owned Business Award. "Our family business is 55 years old and we are in our third generation," explained Tom Summerfield, co-CEO with brother John Summerfield. "We have been members of the Family Business Council since its beginning in 1994 and we still bring home worthwhile information from every meeting."

Cascade Pump provides pumps and systems across several industries from amusement park rides to the fountains at San Francisco's United Nations Plaza. The biggest system they have installed is the pump facility that services all the sewage in Washington D.C. Cascade Pump quickly became successful because its founder, the Summerfield's father, Marvin, designed custom pumps to solve customer's needs.

"It is truly an honor to receive the Family Owned Business Award. Much of our success is due to daily family/business communication," said Tom Summerfield. "The real guiding light for us is the Family Business Council. They 'prod and push' us forward at our own pace to implement ideas that have proven successful in other family owned businesses."

Sponsors of the event included Union Bank, Ferruzzo & Ferruzzo Law Office, RSM McGladrey, KPP, First American Trust, Wells Fargo, Stradling Yocca Carlson & Rauth, and Sunwest Bank. Nominations were reviewed by a panel of judges from each of the sponsors, Richard Reisman, publisher of the OCBJ, and Mike Trueblood, Director of CBE's Family Business Council. Each of the five winners receives a complimentary, one-year membership in the Family Business Council.

For additional information on the Family Business Council, please contact Mike Trueblood at 714-278-4182 ●

"PROFESSOR FOR A DAY" — ANOTHER HUGE SUCCESS!

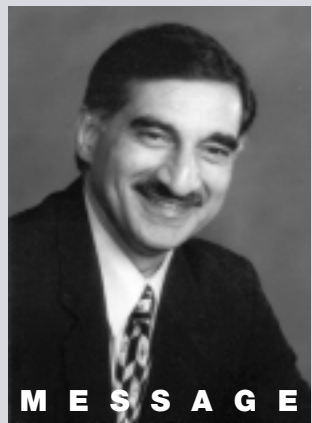
Each year alumni, friends, deans, faculty, staff and students take part in what has become the College's most popular event: Professor for A Day. Under the management of Associate Dean Katrin Harich and Nancy Poteet, alumni and friends of the College visit campus and talk to students about their businesses, careers and the skills students will need to enter the job market.

"I think Professor for a Day is a great idea ... it allows us to talk to people who have been in our position," explained one student after a visit from a guest professor. "Guest professors have great suggestions and tips on how to succeed." (continued on page 2)

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Professor for A Day participant Ken Cosgrove (center), Chairman & CEO, Premiere Commercial Bank, pictured with Guest Professor Farouk Abdelwahed and Associate Dean Katrin Harich



MESSAGE FROM DEAN ANIL K. PURI

Concern about corporate governance and accounting standards has come to dominate the business agenda during the past year. The College of Business & Economics has always been very serious about teaching business ethics and accounting standards. A survey of our curriculum reveals that students learn and debate these issues in 100% of the core courses and in 80% of the specific programs of study.

To emphasize and support the current issues surrounding corporate governance and accounting practice, the College organized a high-profile public event featuring Securities and Exchange Commissioner Cynthia Glassman. Along with an expert panel, business leaders and the university community engaged in a highly interactive exchange of views on the proposed regulations.

This is only one example of the many avenues by which the College reaches out to the business community. You will find other examples of this type of outreach in this newsletter. As always, we intend to continue our efforts to instill the highest standards of ethical behavior and business practices in our students.



Professor for a Day (continued from page 1)

The event took place in November and included 130 guest professors and 84 College of Business professors. "I feel privileged to have an opportunity to be a positive influence on our future leaders ... for me, my achievements are validated by sharing them with others," said alumnus and returning guest

professor Andrew Johnson (BA '78), Vice-President, Lee Hecht Harrison.

Guest professors bring the "real world" into the classroom and underscore to students the importance of preparing adequately for their future professional life. "It was a very enlightening day for me being back in the classroom," said first-time guest professor Frank Conley, Director, HIS & Associates "I probably got more out of it than the students!"

For some students and professionals, the impact of Professor for a Day reaches beyond the hour spent together in the classroom. Several years ago, REMM Group President Robert Taylor's visit to the classroom inspired then-student Sara Fahmy, who upon graduating, began working with Taylor.

"Great synergy and exciting possibilities are generated at the College of Business & Economics with such an enlightened group!" said guest professor Sondra R. Ames of Transglobal International.

A big thank you is extended to our sponsors for helping make this event possible:

- ▶ Wertz & Company
- ▶ The Pension Group
- ▶ Pat & Oscar's
- ▶ Pacific Snapple Distributors

The next Professor for a Day event will take place on November 4 and 5, 2003. If you are interested in sponsoring and/or participating, please contact Nancy Poteet at npoteet@fullerton.edu or (714) 278-4049. ●

GIANNESCHI PROFESSOR, MARY JOYCE, IS WELCOMED

Our newly arrived Gianneschi Professor of Nonprofit Marketing, Dr. Mary Joyce, was officially welcomed in November at a reception at the University's Golleher House. Guests honoring Dr. Joyce included professionals serving the Orange County nonprofit sector, local funders, University President Dr. Milton Gordon, other campus representatives and advisory board members of the Gianneschi Center for Nonprofit Research. Among the attendees were executives of Orange County's two largest nonprofit organizations, Joe Kay, Executive Director of St. Vincent de Paul Society and Dan Rogers, President & CEO of Goodwill Industries.



region's economy and workforce, it is important that the College of Business & Economics be a leader in nonprofit education and research," Dean Anil Puri told attendees.

As part of her new position, Dr. Joyce will develop nonprofit marketing curriculum and serve as a resource for both the nonprofit community and the Gianneschi Center for Nonprofit Research.

Dr. Joyce spoke to guests about her plans for the position. "Disease, hunger, homelessness, drug abuse, violence, alienation, pollution, illiteracy, discrimination, conflict, unemployment — these comprise the realm of nonprofit marketing," Dr. Joyce explained.

"Because nonprofits play an important role in the

(Continued on page 7)

ECONOMICS

Dr. Edward Castronova, CBE's inaugural Drouillard Scholar, recently completed his second Orange County poverty report focusing on the rise in poverty in the County since the early 1990s. "We have about 90,000 more poor people here than in 1989," said Dr. Castronova. "There are about 280,000 poor people in the County now and because of rising middle-class incomes, the poverty level of income is now significantly lower than the median income. This adds up to social stress." To view the complete study online go to business.fullerton.edu/ecastronova/poverty_report.htm.

On October 18, 2002, Ed and his wife welcomed their first child, Luca Joseph. Congratulations to the Castronova family!

ACCOUNTING

To encourage business community involvement on campus, **Dr. Donald Cram**, former Moss Adams Fellow, invited the Orange County Institute of Management Accountants (OCIMA) to hold its November meeting on campus. Described as "a science fair in management accounting," approximately 60 students from Dr. Cram's accounting classes gathered to conduct short presentations on various topics in management accounting. The presentations provided the opportunity for students to conduct in-depth

investigations and practice communicating their findings in a brief and interesting way.

MANAGEMENT

Seeking to better prepare students for current human resources job needs, Dr. Sharon Segrest led a team of faculty in redesigning the Human Resource Management emphasis. This revised program provides in-depth coverage of key human resources areas including labor-management relations, staffing and compensation. Due to today's high demand for human resources professionals, "We wanted to improve the program by getting it up to date and making sure the courses were in alignment with the needs of the industry," said Dr. Gus Manoochehri, Chair of the Management Department. During the process, the team reviewed the HR programs of leading schools and consulted with HR professionals. The new program began this Spring semester.

MARKETING

A new faculty seminar series, "Developing Opportunities for Growth," was developed to provide workshops to foster an exchange of research ideas, provide a safe haven for discussing a research project's merits, and encourage faculty collaboration. This new program typically meets from 12 noon to 1 p.m. and anyone interested in attending is welcome. Three presentations were given by faculty researchers during the Fall semester:

- "Age-Related Memory Effects On Internal Reference Price" by **Dr. David Lambert** and **Dr. Mary Joyce**
- "Slim Hopes: Women and Tobacco Advertising" by **Dr. Tom Boyd**
- "Individual, Social and Organizational Sources of Sharing and Variation in the Ethical Reasoning of Marketing Managers" by **Dr. Neil Granitz**

More seminars are being planned for the Spring semester. For information on upcoming workshops, please contact Monica Perry at (714) 278-3788.

Last semester, two teams of five honor students from the Honors Advanced Business Communication class collaborated to write the case studies for the prestigious Arthur W. Page Society Case Writing Competition in Corporate Communication. Under the direction of **Dr. Gayle Vogt**, the teams prepared a case study on Raytheon and one on Merrill Lynch, including teaching notes for classroom use, a timeline of events, a 100 word summary, and a PowerPoint presentation depicting the story of the corporate problem. A panel of corporate executives and academics will read the entries, and winners will be announced at the end of February — best of luck to our honors student teams! ●

CBE BRINGS SEC COMMISSIONER CYNTHIA GLASSMAN TO ORANGE COUNTY

The College of Business & Economics and its Department of Accounting hosted Securities and Exchange Commissioner Dr. Cynthia Glassman on January 27th and 28th. Commissioner Glassman was honored by CBE faculty, students and alumni at a dinner on January 27th; and was the keynote speaker during the "Corporate Financial Reporting Post Sarbanes-Oxley Act" Conference held on January 28. Her comments addressed the SEC interpretation of the impact of the Act on public companies and the role of the new public accounting oversight board in improving investor confidence.

A distinguished Conference discussion panel included: Jonathan Sokobin, SEC Deputy Chief Economist; Alison Spivey, SEC Assistant Chief Accountant; and Dr. Andrew Bailey, Professor Emeritus, University of Illinois, provided analyses of the SEC's current regulatory role. The panel also updated the convergence of U.S. and International Accounting Standards and addressed current issues facing the auditing profession.

Managing partners of Orange County's major accounting firms and other business leaders attended the Conference including Sally Anderson, Ernst & Young; Bob Grant, Deloitte & Touche; Phil Schimmel, KPMG; Chris Schmidt, Moss Adams; Dean Yoost, PricewaterhouseCoopers; Henry Mendoza, Mendoza, Berger & Co.; George Boyadjieff, Varco; and David Schramm, Arrowhead Products.

Many thanks go to CBE Accounting faculty members Drs. Betty Chavis and Vivek Mande. Both were honored by the Securities and Exchange Commission in 2001/2002 as Academic Fellows. Their ties to the SEC made Commissioner Glassman's visit possible. CBE is honored to have such distinguished faculty on its team! ●



SEC Commissioner Cynthia Glassman (center) with College students representing the Dean's Scholars and club student leadership. What a good looking group!

ALUMNI

news&updates

Susanna Bennett '84 (Accounting) Susanna currently serves as Vice President of Finance Administration for Viacore, Inc. She volunteers with a variety of university mentorship programs and returned to the College of Business to share her expertise and experience with students as a participant in the "Professor for a Day" Program.

Sarah Fahmy '01 (Marketing) Recently graduated, Sarah has a growing career in real estate development and is currently working with Executive Council member Bob Taylor '67, '73 on properties in the Inland Empire.

Lenny Fierro '95 (Accounting) Lenny is currently the Manager of Accounts Receivable for Adlink Cable Advertising. Last year he greatly lowered Adlink's "Days Sales Outstanding" from 97 days in 1999 to 81 days in 2001. He can be reached at lenny_fierro@hotmail.com.

Matthew Martinez '00 (Finance) Upon graduation Matt went to work for American Express as a Financial Advisor in Los Angeles. He focuses on wealth management and financial planning, encompassing a wide variety of planning – tax, retirement, estate planning, etc. Matt can be reached at matthew.j.martinez@aexp.com.

Scott Giroux '97 (Management) Scott is Director of Business Administration at Volt Services Group, a global staffing resource company. Volt provides temporary and contract staff as well as temp-to-hire and direct hire placement services. You can reach Scott at sgiroux@volt.com.

Tabitha Rainey '99 (Finance) Congratulations to Tabitha for passing the California Bar Exam! She graduated cum laude from Loyola Law School and now works with the law firm of Sheppard, Mullin, Richter & Hampton LLP as a member of the corporate department in their Orange County office. Tabitha can be reached at trainey@sheppardmullin.com.

David Robertson '96 (Marketing) To become more intimately involved in marketing strategies for his clients, David recently launched a new agency, Robertson Marketing. David also helped found the Cable Marketing Program, a program developed to introduce university students to the cable industry. To contact David, email davidarobertson@cox.net.

George Wright '77, '82, '95 (Economics) A proponent of continual education, George earned a Bachelors of Economics, a Masters of Accounting, and an MBA, all at Cal State Fullerton's College of Business and Economics. He is Manager of Global Information Technology Initiatives for US Borax and is responsible for implementing global projects that leverage business process and technology in pursuing business objectives.

ALUMNI



PROFILE

BOB GRANT, PHILANTHROPIC ALUMNUS

In recognition of his dedication to philanthropic endeavors, the College of Business & Economics' Robert Grant '66 was nominated for the 2002 National Philanthropy Outstanding Volunteer Award. Bob Grant is a Managing Partner of Deloitte & Touche LLP, one of the largest professional service firms in Orange County, and is an enthusiastic advocate for improving the community in which we live.

The College of Business & Economics is fortunate to have Bob as a founding member of the Dean's Advisory Board at the College of Business and Economics. "As a partner of Deloitte & Touche, one of my roles is to support the community in which we practice," explained Bob. "The firm has allowed me to spend quality time in our community working with other community leaders to make a difference."

Bob received the nomination from the Orange County Community Foundation, an organization seeking "to encourage, facilitate and support philanthropy through donor services and community partnerships. For the past three years, Bob served as chairperson for the Foundation, and played a major role in formulating the future vision of the organization.

Grant also serves on boards for Orange County's Business Committee for the Arts, the Orange County Business Council and chairs the Orange County's United Way Campaign for 2002-2003.

"I have been blessed to become involved with a number of organizations in Orange County that are dedicated to improving lives in our fine community," Bob said. "I have very much enjoyed my involvement in our community and only hope that I have made a difference." Both the College and the University are privileged to have Bob Grant as one of our own! ●

DROUILLARD SCHOLARS AWARDED TECHNOLOGY GIFTS

The College of Business & Economics is proud to announce its Drouillard Scholar recipients for Academic Year 2001/2002. Recognizing the significance of faculty scholarship, Scott Drouillard ('83, '96), founder and Managing Member of Argentcour LLP, created the Drouillard Scholar program for outstanding faculty research. This award is given twice each year and Mr. Drouillard provides recipients with a \$1,000 technology gift of their choosing in recognition of outstanding research.

Dr. Edward Castronova, Professor of Economics, was the inaugural recipient of the Drouillard Scholar award for the Fall 2001 semester. Dr. Castronova was honored for his research paper, "Does the Welfare State Induce Risk-Taking," published in the *Journal of Public Economics*, Volume 80. Dr. Castronova's gift choice was a Sony MiniDV Digital Handycam Camcorder with accessories to record the birth of his first child — and the camera was rolling when his wife delivered their son in October!

(Continued on page 7)



ECONOMIC FORECAST CONFERENCE IS A BIG HIT – AGAIN!

The Eighth Annual Economic Forecast Conference held in the Fall achieved the highest attendance yet. Presented in partnership with the Orange County Business Council (OCBC), more than 765 members of key business firms and public officials attended to hear College of Business and Economics Anil Puri discuss long-term economic trends. The College's Institute for Economic and Environmental Studies, under the co-direction of Dr. Puri, prepared the analysis and forecast of economic indicators for 2003 through 2006. As a key tool for Southern California strategic planning, Puri covered trends in employment, consumer confidence/spending, economic recovery, potential vs. actual GDP, and many other issues affecting the Southern California and national economies.

The College and the OCBC extend their deepest appreciation to Union Bank of California, the Event Underwriter for the conference, and a member of the College's Executive Council. Returning this year as the Conference Sponsor was Chevron, and our Forecast Sponsors were Bank of America, Beckman Coulter, Houlihan Lokey Howard & Zukin and Stradling Yocca Carlson & Rauth. Thank you all for your ongoing support!

Please join us for breakfast on April 22 for Dr. Puri's Midyear Economic Forecast Update at the Hyatt Regency Irvine. For additional information or to register, please contact Nancy Poteet at 714-278-4049 or npoteet@fullerton.edu. Y'all come! ●



upcoming EVENTS

- April 15** | **Family Business Council Workshop**
 "Wealth Preservation... \$10 Trillion Assets of Family Owned Business to be Transferred in the Next Ten Years"
 7:30 a.m.; Mr. Stox Restaurant, Anaheim
 Speakers: Eileen Gallo, Ph.D., Jon Gallo, J.D., The Gallo Institute
 To register contact Robbin Bretzing, 714-278-4182
- April 22** | **Midyear Economic Forecast Update and "Orange County of the Future – Three Visions"**
 Registration at 7:15 a.m.; plated breakfast at 7:30 a.m.; program 8:00 -9:45 a.m.
 This event features:
 Dr. Anil Puri's annual six-month economic update and three of Orange County's most prominent Mayors sharing their visions for the future of their cities:
- Larry Agran, Mayor of Irvine
 - Curt Pringle, Mayor of Anaheim
 - Miguel Pulido, Mayor of Santa Ana
- Contact: Nancy Poteet at 714-278-4049 or email npoteet@fullerton.edu
- May 20** | **Family Business Council Workshop**
 "What's a Mother to Do: The Job Description for Mom – Is it more than Chief Emotional Officer?"
 7:30 a.m.; Mr. Stox Restaurant, Anaheim
 Speaker: Carrie Lou Berry, President, Next Step
 To register contact Robbin Bretzing, 714-278-4182
- June 16** | **College of Business & 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

VIPS VIP'S VISIT CBE!

Jeffrey Schwartz, CEO and President of Autobytel, Inc. — To honor and applaud students who achieve a 3.5 GPA or higher, each semester the College of Business and Economics holds the Dean's Honors List Reception. The Fall Semester's Honors List Reception featured guest speaker Jeffrey Schwartz, CEO and President of Autobytel, Inc., who addressed the 65 honors students in attendance on the theme of excellence. A member of the Dean's Advisory Board and accomplished businessman, Schwartz spearheaded the merger of Autoweb and Autobytel that has made Autobytel, Inc. one of the world's largest, most diversified online automotive commerce and information companies.

George Joseph, Founder and CEO of Mercury Insurance — A generous and enthusiastic supporter of the Center for Insurance Studies, Mr. George Joseph, founder of Mercury Insurance, visited campus in December to speak to three upper division finance classes, sharing his rich experience.



George Joseph, founder of Mercury Insurance, with University President Milton Gordon and Dean Puri.

Joseph formed Mercury Insurance Group in 1962 and continues to serve as its Chief Executive Officer and Chairman. The company, which boasts one of the fastest growth rates in the automobile insurance industry, is California's largest auto insurer and is recognized as a leader and innovator by both the insurance and financial communities. *(continued on page 6)*

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

CENTER FOR ECONOMIC EDUCATION FURTHERS ECONOMIC LITERACY

The major objective of CBE's Center for Economic Education is to further economic literacy in schools from Kindergarten through 12th grade in institutions of higher learning, and in the larger community. As the program arm of the California Council on Economic Education, the Center provides programs and workshops for high school and middle school teachers, community college instructors and university faculty. In addition, the Center conducts the CSU Stock Market Simulation, a hands-on learning experience for high school and middle school students designed to promote interest in economics and current events. The Center offered the following two workshops last semester:

- "International Economics Focus: Bringing Asia Into the Classroom," a workshop attended by Orange County high school economics teachers that featured presentations on the role of the Asian economies in the national and world markets.
- "Using Technology So Students Work More...(And Professors Work Less)," a workshop featuring one of the nation's leading economists, Professor Paul M. Romer from the Graduate School of Business at Stanford University and attended by the Community College Economics Educators of Southern California.

For more information about the Center for Economic Education, contact Center Director Dr. Chiara Gratton-Lavoie at 714-278-2292.

NEW CENTER ON STUDY OF ECONOMICS OF AGING FORMS ITS ADVISORY BOARD

Several distinguished people have been appointed to the Advisory Board of the newly created Center for the Study of Economics of Aging: Pauline Abbott, Director of the CSUF Institute of Gerontology; Mary Joyce, Gianneschi Professor of Nonprofit Marketing; Charles Munson, CPA, Munson Cronin and Associates; Debbie Rose, Co-director of the University's Center for Successful Aging; and Joe Weber, Professor of Sociology and Gerontology.

Affiliated with the College of Business & Economics, the purpose of the new Center for the Study of the Economics of Aging is to serve as the University's focal point for the cooperation and promotion of the study of the economics of aging in all its aspects – work, retirement, health, and housing.

Two vacancies remain on the Center's Advisory Board. These positions are reserved for distinguished leaders from the non-academic community. Nominations may be sent to Eric Solberg, Director of the Center for the Study of Economics of Aging, esolberg@fullerton.edu. ●



VIPs Visit CBE (continued from page 5)

VIPs

Since the formation of the Center for Insurance Studies four years ago under the leadership of its director, Dr. Weili Lu, Mercury Insurance has donated \$208,000. Learning that plans have recently been approved for the Center's new actuary program, Joseph announced that the Center for Insurance Studies would receive an additional \$10,000 from Mercury each year in support of the new program!

For more information on the Center for Insurance Studies, please contact Dr. Weili Lu at 714-278-7296.

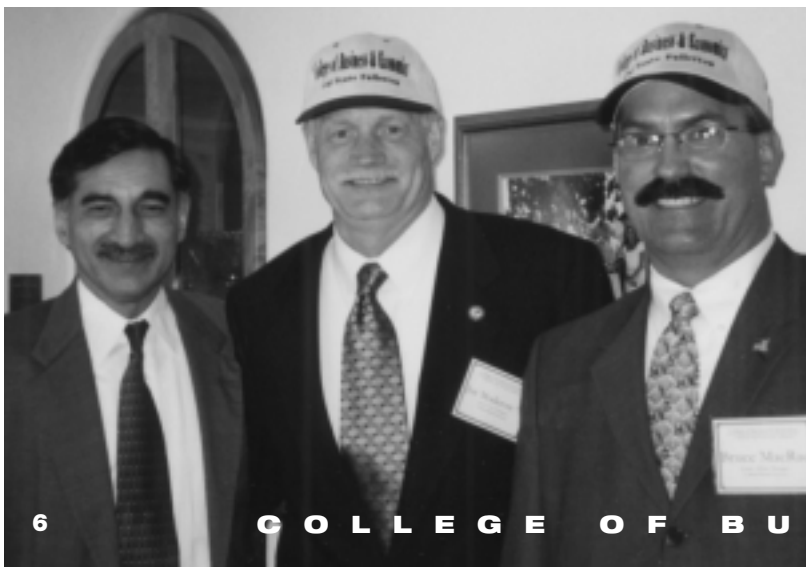
Joseph Moderow, Senior Vice President, United Parcel Service —

During the Fall semester, CBE alumnus Joseph Moderow, Senior Vice President of Legal & Public Affairs, General Counsel and Corporate Secretary for United Parcel Service in Atlanta, spoke to an Economics class about his professional expertise and accomplishments. Following class, he toured the campus with Dean Puri and joined selected faculty and students for lunch.

"Cal State Fullerton was a wonderful launching pad for my career," said Mr. Moderow. "The education I received was very pragmatic and the professors filled the classroom with passion for the subjects they taught."

During Moderow's October visit, he was also the keynote speaker ("Crisis in Corporate Confidence: Cleaning up the Mess") for the Alumni Association's Alumni Executive Speakers Series. As an undergraduate student, working part time for UPS as a sorter and unloader, Joe learned that the company was built on a solid foundation of honesty and integrity and sited these traits as a necessity for all corporations. ●

College alum Joseph Moderow, Sr. VP of Legal & Public Affairs, General Counsel and Corporate Secretary for UPS (center) with UPS Public Affairs Manager Bruce MacRae and Dean Puri.





CBE

Susan Zepeda (right), Executive Director, HealthCare Foundation for OC, greets Mary Joyce at the welcoming reception in Dr. Joyce's honor at the Golleher Alumni House.

Mary Joyce is Welcomed (continued from page 4)

"Those of us in nonprofit organizations often practice social marketing, where we use marketing principles and techniques to influence target markets to change their voluntary behaviors to improve their quality-of-life."

"This is the job I have wanted my entire life," said Dr. Joyce. "I maintain a hope that we can build a partnership that fuels Harry's [Gianneschi] dream of improving the human condition and enhancing quality-of-life."

In 1996, Dr. Harry R. Gianneschi founded the University's Center for Nonprofit Research that collects data about philanthropic, charitable, and volunteer activity in Orange County, and periodically produces comprehensive reports on the Orange County non-profit sector. Dr. Gianneschi served as Vice President of University Advancement from 1991 to 2000, and upon his retirement, the University renamed the Center in his honor. In further tribute, the Gianneschi Professor of Nonprofit Marketing was created to address the growing need for expertise in the marketing and management of nonprofit firms.

A campaign is underway to raise \$500,000 to endow the Gianneschi Professor of Nonprofit Marketing. If you would like to learn more about this endowment or would like to make a donation, please contact Ginny Pace, CBE Director of Community Affairs, at (714) 278-2566 or gpace@fullerton.edu.

DR. JOYCE IS QUOTED...

...in a November 15 article appearing in the *Jewish Journal of Greater Los Angeles* addressing several factors that are driving people to a more hands-on approach to giving. This trend "reflects a growing demand that charitable organizations become more responsive to donor wishes," said Dr. Joyce.

Dr. Joyce pointed out, "In the wake of corporate meltdowns at Enron, Global Crossing and Arthur Andersen; the scandal-plagued Clinton administration; and the sexual-abuse charges plaguing the Catholic Church, cynicism about big organizations has never been greater. The Red Cross' initial plan to spend part of the money raised after September 11 for future disasters, instead of on terror victims, only heightened that skepticism."

Simply put, many donors have lost trust in major charities and "no longer want to give to generic causes, where they're not sure their money is going to be used for something they support," said Dr. Joyce.

SCHOLARSHIP DONORS HONORED

Each Fall semester, the College sets aside time to thank its scholarship donors at the Scholarship Donors Thank You Luncheon. This occasion brings together student scholarship recipients and the scholarship donors who generously support them. More than two dozen donors and student recipients attended this year's ninth annual luncheon.

The luncheon featured three student speakers who each shared their stories and their gratitude for the financial backing of our donors. The speakers included Masters Tax student Gregory Henkel, recipient of the Tax Executives Institute – Orange County Chapter Scholarship; Finance student Arlene Lopez, recipient of the Yokohama Tire Corporation Scholarship; and Accounting student Angela Belagardi, recipient of the Dr. John Nichols Investment Trust Award.

Scholarship donors are an invaluable part of the CBE community. Their generosity and commitment to quality education help us serve our students. We extend our sincere thanks to our donors who attended the luncheon:

- The Matz Family
- The Stoller Family
- Chinese American Insurance Professional Association
- Jonathame and Steven Wang
- Yokohama Tire Corporation
- Risk and Insurance Management Society
- Auto Club of Southern California
- Enterprise Rent-A-Car
- Anaheim/Orange County Visitor & Convention Bureau
- Association of Information Technology Professionals
- Automatic Data Processing
- Honors Networking Program

We thank all of our donors for their generosity and dedication in helping our deserving students.

SCHOLARS

Drouillard Scholars Awarded (continued from page 4)

Dr. Denise L. Stanley, Professor of Economics, the recipient of the 2002 Spring semester's Drouillard Scholar Award, was chosen for her research paper on income inequality in Central America, "Efficiency and Equity Tradeoffs: Incentive-Compatible Contracts Revisited." Her paper appeared in the April 2002 volume of the *Journal of Developmental Economics*. Dr. Stanley chose a laptop computer, which will better enable her to manage her online classes while traveling for her research.

To award the Drouillard Scholar, a committee of CBE faculty select a fellow faculty member who published the highest quality peer-reviewed article or scholarly book during the previous six-month period.

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 & Economics, Cal State Fullerton, P.O. Box 6848, Fullerton, CA 92834-6848 or email cbe@fullerton.edu



CBE CONNECTIONS

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