

CBE Connections

FALL 2002

COLLEGE OF BUSINESS & ECONOMICS



2002 MOSS ADAMS ACCOUNTING FELLOWSHIP AWARDED TO DR. VIVEK MANDE

The College of Business & Economics' Department of Accounting is pleased to announce that Dr. Vivek Mande is this year's recipient of the 2nd Annual Moss Adams Accounting Fellowship.

During the past year, Dr. Mande was an Academic Accounting Fellow at the Securities and Exchange Commission's Office of Economic Analysis in Washington, DC. In addition to ongoing projects in the Office of Economic Analysis, Dr. Mande provided analytical support and advice to the Chief Economist and senior Commission staff on regulatory policy, enforcement policy, and financial economics as it relates to financial reporting and auditing.

Prior to joining CBE's Department of Accounting, Professor Mande taught at The City University of New York / Baruch (New York), the University of Arizona (Tucson), and was the William Hockett Professor of Accountancy at the University of Nebraska (Omaha).

Dr. Mande's research interests include issues concerning auditor independence, U.S. and international capital markets and accounting. His teaching interest is Financial Accounting. Vivek Mande is an Associate Member of India's Institute of Chartered Accountants.

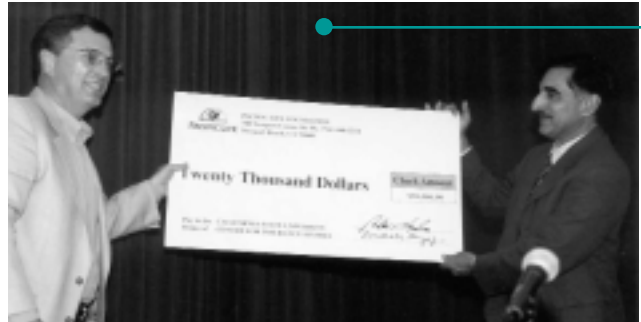
Thanks to the generosity of the alumni (and a CSUF parent) at Moss Adams' Irvine Office (in partnership with the Moss Adams Foundation), the College is privileged to be able to offer this 2nd Annual Moss Adams Accounting Faculty Fellowship to Dr. Mande. This annual gift from CBE alumni employed at the 12th largest accounting and consulting firm in the nation provides research support for a junior faculty member in the College of Business and Economics' Department of Accounting.

Congratulations to Dr. Mande as this year's Moss Adams Accounting Fellow! ●

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



Accounting Professor
Dr. Vivek Mande,
2002 Moss Adams
Accounting Fellow



PACIFIC LIFE EXECS MOTIVATE BUSINESS STUDENTS

In a humorous and energetic presentation to more than 100 business students,

Glenn Schafer, President of Pacific Life Insurance, presents check to Dean Anil Puri while commenting to students, "You guys deserve it!"

Glenn Schafer, President of Pacific Life Insurance, spoke at this Spring's annual Cal State Fullerton symposium sponsored by the College's Center for Insurance Studies and the student-run Finance Association. Glenn also presented the College a check for \$20,000 in support of the Center for Insurance Studies, bringing Pacific Life's contributions to a total of \$65,000.

The philosophy of the Center for Insurance Studies is to provide students with a diversity of interactions with the insurance industry. Mr. Schafer, along with seven other executives, epitomized this philosophy by sharing information at the spring symposium about career opportunities in the industry, speaking on various topics and generously sharing their expertise during a question and answer period.

Mr. Schafer has been a member of the Board of Directors for the Center for Insurance Studies for more than three years. He told the attendees that Pacific Life has hired approximately 50 CBE graduates, and that the company is impressed with the graduates' career preparation and willingness to work hard. ●

For information on the Center for Insurance Studies, please contact Dr. Weili Lu at (714) 278-7296 or wlu@fullerton.edu.

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MESSAGE FROM DEAN ANIL K. PURI

Dear Alumni and Friends of the College of Business & Economics,

Fall on a college campus is a unique right of passage. Not only does it bring a large number of students to the campus, it also provides an opportunity to faculty for a fresh beginning of the age-old tradition of teaching and learning.

This fall, the College of Business & Economics will be offering a new Concentration in Entrepreneurship. The newly formed Center for Entrepreneurship and the concentration will meet the long-standing need of the enterprising Orange County community.

With the arrival of Dr. Mary Joyce, the first occupant of the Harry Gianneschi Professorship in Non-Profit Marketing, the College will be developing curriculum for the study of nonprofit organizations. Dr. Joyce is already busy getting herself acquainted with the Orange County nonprofit community and generating a number of exciting ideas for the development of professional skills for the nonprofit sector of the county.

We are pleased to welcome back our chair of Accounting, Dr. Betty Chavis, from a yearlong stay as Academic Fellow at the Securities and Exchange Commission (SEC) in Washington D.C. With the addition of Dr. Vivek Mande, also an Academic Fellow at the SEC and recipient of the College's second annual Moss Adams Accounting Faculty Fellowship, the College is committed to providing the most rigorous accounting education in the country.

Continuous improvement based on assessment is now the mantra for the College and it is helping make CBE the premier business school of Southern California. Our alumni and friends, who share our vision and dedicate their time and resources, deserve our special thanks for helping us achieve this common goal.

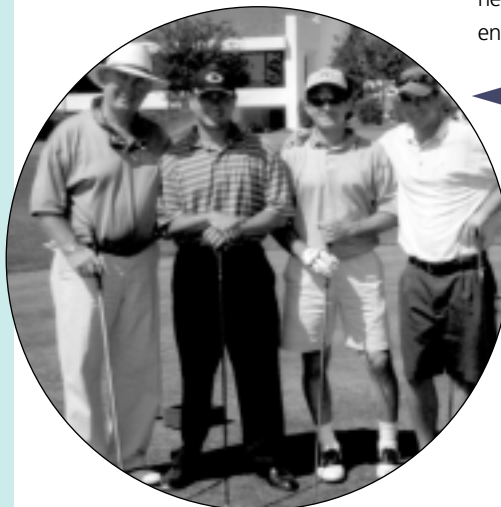
FUN

DEAN'S GOLF TOURNAMENT'S "FUN RAISING" MAKES FOR INCREASED FUND RAISING

The Dean's 8th Annual Golf Tournament, presented for the second year by VitroCo (formerly Hi-Tech Environmental Products), was held on June 24, 2002 at Mission Viejo Golf Club, and attracted more sponsors than ever before. More sponsors definitely made the event much merrier — and produced an increase in funds raised of more than 13%.

Raising over \$47,000 this year, one of the programs benefiting is the Dean's Scholars Program that offers four-year scholarships to an increasing number of very deserving students.

All our supporting companies deserve our most enthusiastic thanks — their generosity is responsible for the growing success of the annual tournament and for helping to maintain programs designed to ensure excellence within CBE:



Conquering "Mission Impossible" was the first-place team from Steele Construction, including (l to r) Dan Bird, Frank Herman, Joe Steele '98, and Rick Martin.

A close second was the Wachovia foursome, Ron Wright, Jerry Conn, Jim Benson and Cliff Carter.

Taking third place was Hyundai Motor America's team, Johnny Cheng, Shawn and Dean Choi and Jong Kim.

TITLE SPONSOR

VitroCo (formerly Hi-Tech Environmental Products)

DINNER SPONSOR

Metropolitan West Capital Management

SHIRT SPONSOR

The Pension Group, Inc.

TOURNAMENT SPONSORS

Disneyland Resort
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Helpmates Staffing Services
Pacific Mercantile Bank
Sybron Dental Specialties

TITAN SPONSORS

Corbin & Wertz
Deloitte & Touche LLP
Geoffrey Payne Group
KPMG LLP
Pacific Snapple Distributors

LUNCH SPONSORS

Carl's Jr.
Office Depot
Pacific Snapple Distributors

The College of Business & Economics owes a debt of gratitude to the golf tournament's planning committee, made up of dedicated alumni and friends that worked from January to June to produce the College's biggest fundraising event, ever:

- Tournament Chair Dennis Ciolli '76, Disneyland Resort (Would you believe, serving for the seventh year?)
- Grant Bettingen, Grant Bettingen, Inc.
- Mitch Brantley '87, Pacific Snapple Distributors
- Jim Gutmann '80, Wood-Gutmann Insurance
- Bob Hoertz, Amoco (Retired)
- Gary Lisenbee '73 '77, Metropolitan West Capital Management LLC
- Gordon MacLean '86, KPMG LLP
- Geoffrey Payne, Esq. '80, Geoffrey Payne Group
- Chip Rathmell '86, Morgan Stanley
- Joe Steele '98, Strong as Steel Construction
- Peter Stephan '78, The Pension Group
- Gregory Waller '78, Sybron Dental Specialties

We welcome more sponsors, more participants, and — certainly — more fun next year. It's never too soon to mark your calendar for **June 16, 2003 at Coto de Caza Country Club.**

To receive tournament information, please contact Nancy Poteet at (714) 278-4049 or npoteet@fullerton.edu.

**CBE GRADUATE DEGREE:
IT'S A FAMILY AFFAIR!**

Many parents encourage their children to pursue higher learning. In the case of mother/daughter Nancy Ireland and Tiffany Ireland Pelley, both are working toward their MBAs offered by the College of Business & Economics at its satellite location at the Irvine Spectrum.

Nancy Ireland is a production planner at a folding carton plant and Tiffany is a supervisor for a firm that does payroll taxes. In addition to their busy family and work schedules, both women are serious scholars and goal-oriented students, who wound up back in school almost by accident. Tiffany attended an informational meeting about the College's MBA program with a girlfriend, and then asked her mother to join them. The girlfriend did not sign up – but Tiffany and Nancy did and are well on their way to the MBA they heard about that night. The CBE wishes them both great success, and applauds their industriousness and motivation. You go, girls!

If you would like more information on the MBA Program offered at the Irvine Spectrum or on the Fullerton campus, just call us at (714) 278-2898 and we'll send you a packet.

**PROFESSORS FOR A DAY SCHOLARSHIP
- CARRYING ON THE LEGACY**

In the previous issue of *CBE Connections*, we recognized alumni and friends who contributed to the Professor For A Day Scholarship. We are excited to be able to add these professors for a day that generously contributed. All of our donors have made it possible to offer scholarships for a second year – the College of Business & Economics thanks them for helping us honor our deserving students!

Mark Bellegia
Michael Curtius
Patrick Donahue
Leonard Dreyer
Scott Drouillard
Norman Fleming
Paul Folino
Michael & Andrea Goode
Richard Hilde
Michael Losquadro

Lyle Rosser
Ernest Schroeder
Russell Stein
White, Nelson & Co. LLP



KEEPING UP WITH FACULTY...

ACCOUNTING

Joining the Accounting faculty is **Dr. Vivek Mande**, following a year spent as an Academic Accounting Fellow at the Securities and Exchange Commission's Office of Economic Analysis in Washington D.C. (Please see the front page article about Dr. Mande receiving the CBE's Moss Adams Accounting Fellowship.)

MANAGEMENT

Welcome to Management's new faculty member, **Dr. Jina Kang**, coming to us from Cal State Northridge. Dr. Kang earned her Ph.D. at the Anderson Graduate School of Management, UCLA, and will teach Strategic Management at CBE.

Emeritus **Dr. Thomas Maher** co-authored *The Hesitant Transfer of Strategic Management Knowledge to Joint Ventures in China: Greater Willingness Seems Likely in the Future* with Yim-Yu Wong of San Francisco State University and Sherriff T.K. Luke of Hong Kong Polytechnic University. It was published in the *Management Research News*.

FINANCE

Dr. Donald Valachi co-authored *2000 Apartment Sales Summary for Orange County*

with Pamela S. Wooldridge, which was published in the November issue of *Apartment News*.

Welcome to **Dr. Zekiye Selvili**, Finance's newest faculty member. Earning her Ph.D. at the University of Texas at Austin, Dr. Selvili will teach Corporate Finance.

MARKETING

Dr. Paul Hugstad presented papers on *Strategies for Faculty Success at 'Low Resource' Schools* and *What Every Marketing Faculty Member Needs to Know About These Business School Rankings* at the April Marketing Educators Conference in San Diego.

The Department of Marketing welcomes Dr. Mary Joyce to its teaching staff, coming from Emerson College. As you may recall from the previous issue of *CBE Connections*, Dr. Joyce has been named the Gianneschi Professor of Nonprofit Marketing, only the second endowed professorship in Cal State Fullerton's history.

**INFORMATION SYSTEMS &
DECISION SCIENCES**

Dr. Barry Pasternack, department chair, was awarded the Faculty Leadership in Collegial Governance Award, presented by the University's Academic Senate.

Welcome new faculty members **Dr. Rahul Bhaskar** and **Dr. Samuel Yang**. Earning his doctorate at the University of Wisconsin-Madison, Dr. Bhaskar comes to CBE from the Levey School of Business at Santa Clara University, where he taught Systems Analysis and Design. Dr. Yang earned his doctorate at Claremont Graduate University and was a guest lecturer at Claremont. Both Dr.'s Bhaskar and Yang have extremely strong backgrounds in the private sector.

ECONOMICS

Orange County Register Columnist Lansner recently stated, "My Big Orange Index shows the overall local economy in a holding pattern." Lansner's Big Orange Index is "a compilation of six smaller indexes that were chosen to highlight key slices of the local economy." Included in those six indexes were the leading economic indicators produced by **Dr. Adrian Fleissig**, CBE Economics Professor. Lansner refers to Dr. Fleissig's indicators for his overall prediction: "This extra-slow-but-steady recovery thesis gets support from Cal State Fullerton's [College of Business & Economics'] indexes of leading economic indicators for the five-county region. This gauge in the first quarter had its biggest jump in three years."

ALUMNI news & updates

Jody Verne (Lowenberg) '99 Management Information Systems, began working with Triad Financial Corporation in Huntington Beach shortly after graduation. Jody currently is a Desktop Support Technician and is working on becoming a Microsoft Certified Systems Engineer. Her email at Triad Financial is Jverne@triadfinancial.com.

Jerry Hattox, Jr. '84 Management Sciences, has after 18 years at Lockheed Martin, accepted a newly created position as Business Operations Manager of Solar System Exploration and Planetary Flight Projects at NASA's Jet Propulsion Laboratory in Pasadena, CA. He currently serves as Financial Advisor to the Cal State Fullerton chapter of the Phi Kappa Tau Fraternity and lives with his wife and three children in Valencia. You can reach Jerry at jerry.r.hattox@jpl.nasa.gov.

Scott A. Eaton '95 Management, is an attorney at Nevada's largest law firm, Lionel Sawyer & Collins, a practice that focuses on the interaction of private business and government regulatory agencies. Business Las Vegas recently named Scott one of southern Nevada's *Top Businesspeople Under 40* for the year 2002. Scott is at seaton@lionelsawyer.com.

Anthony Babich '83 Accounting, recently joined Madison Investment Advisors, an investment management firm headquartered in Wisconsin, and will serve as Vice President of Northeast Relations. He can be reached at tbabich@aol.com.

Ed Hays '89 Finance, was recently appointed to serve on the Board of Directors for the Cal State Fullerton Alumni Association. Ed, a partner with the law firm of Rus, Miliband & Smith in Irvine, also serves on the Executive Council for the College of Business and the Steering Committee for the Executive Speaker Series. Notwithstanding that Ed competes in triathlons and recently completed two half-Ironman races, he takes the most pride in having participated in the school's recent golf tournament "without having thoroughly embarrassed myself!"

Andrew Johnson '78 Accounting, is a Senior Vice President in the Irvine office of Lee Hecht Harrison, a global career services company. He is actively involved with the College of Business, serving on the College's Executive Council and returning to the classroom as a volunteer for the Professor for a Day program. Before his corporate successes, Andrew played drums for the Righteous Brothers from 1965-1967 and was in the 1965 film "Muscle Beach Party" with Frankie Avalon and Annette Funichello!

Michael McCarty '88 Marketing, and his wife Dianne are parents – again! The couple celebrated the birth of their second child, Nicholas Ryan, on June 11, 2002. In addition to being a busy father, Michael recently started a new position with Pat & Oscar's, a food-service company headquartered in Mira Mesa, CA. As Market Partner, Michael serves as an area manager, overseeing the daily operation of six restaurants and preparing to open two additional locations before the year is out. Michael also is a member of CBE's Executive Council.

Rick Bamish '91 Finance, has been promoted to director of research at the Keller Group Investment Management in Irvine. His new responsibilities include ensuring the quality and consistency of analysis within the portfolio management team and providing securities analyses within several sectors of the equity portfolio. Rick was awarded the Chartered Financial Analyst (CFA) designation in 1994.

Lisa May '86 Marketing, is trying her hand at acting. After working as a money broker, Lisa made a distinct career change and attended radio school. Currently she can be heard on KROQ's morning show alongside Kevin and Bean. Expanding on her talents for improvisation and comedy, she took to the stage this summer in the Loud*R*Mouth Theatre Company's production of *Parallel Lives* at the Edison Theatre in Long Beach. Lisa played the role of "Supreme Being."



Alumnus Hal Schultz '69, recipient of the California Society of Certified Public Accountants' 2002 Public Service Award

ALUMNI

PROFILE

ALUMNUS HAL SCHULTZ IS HONORED

Searching for a CPA dedicated to professional and public service, the spotlight of the California Society of Certified Public Accountants (CalCPA) fell on the College of Business & Economics' very own Hal Schultz '69.

Mr. Shultz received CalCPA's 2002 Public Service Award and was recognized for his extensive involvement in a multitude of community organizations, including the College of Business & Economics, Cal State Fullerton, South Coast Repertory, OC Performing Arts Center, Mt. Hope United Church of Christ, and the Orange County United Way.

Currently a partner at PricewaterhouseCoopers, Hal hasn't forgotten his Titan roots. He serves on the College of Business & Economics' Executive Council, an important advisory and philanthropic organization comprised of business executives that is a vital link to current business trends. Hal is also a member of the Titan Advocates, an alumni group that contacts legislators about issues important to the University. In 2000, the University recognized Hal's achievements and service by awarding him its Distinguished Alumni Award at the Annual Vision & Visionaries Celebration.

A true visionary for a better Orange County, Hal works tirelessly to realize that goal. The College of Business & Economics certainly feels his impact and we are proud that others do, too. Congratulations Hal! ●

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



Let us know!

Name: _____

Concentration /Degree: _____

Year Graduated: _____

Home Address: _____

Business Name: _____

Title: _____

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

Beating the Nebraska Cornhuskers, 2002 College of Business & Economics' Outstanding Student, Jon Smith, pitching in the 2001 College World Series game for Cal State Fullerton



JON SMITH, 2002 OUTSTANDING STUDENT, ALL-AMERICA ATHLETE, PRIDE OF CBE

Jon Smith, a CBE Accounting graduate, not only knows how to throw a ball, he also knows how to hit home runs in many areas of his life. Jon was named CBE's Outstanding Student for 2002. During his academic career, Jon maintained his status as a President's Scholar with a 4.0 GPA, in addition

to being twice named to the All-America team and leading the CSUF baseball team to the College World Series in '99 and '02.

As an outstanding student, Jon was awarded \$2000 by the College's Executive Council. The Council makes this annual award to a graduating business student based on scholarship and extra-curricular activities. The two runners-up, Jerry Brian and Le Tran, each received \$750.

Jon Smith's future goals are to earn his MBA and either head his own CPA firm or become a partner in one of the major public accounting firms. He now holds a position with Ernst & Young. ●



MARK YOUR CALENDARS FOR
**a look into the
economic
future**

THE ANNUAL ECONOMIC FORECAST CONFERENCE ARRIVES ON OCTOBER 24

CBE Dean Anil K. Puri, co-director of the Institute for Economic & Environmental Studies, presents the economic forecast for 2003 and beyond at the annual Economic Forecast Conference coming up on October 24, 2002. Presented each year in partnership with the Orange County Business Council, last year's forecast was presented to an SRO crowd of the county's key executives and public officials, and it's exciting to report the same enthusiastic attendance for this year's conference.

As 2002's first economic forecast for 2003, this conference will show you how Southern California's economic indicators will impact the way you do business here and abroad. Covering the counties of Orange, Los Angeles,

upcoming EVENTS

- Oct. 15** **Family Business Council Workshop**
"Is there a Family Foundation in your Future?"
Speaker: Doug Freeman, Senior Partner, Freeman, Freeman & Stanley
* See below for location, time and reservations.
- Oct. 24** **Annual Economic Forecast Conference**
Hyatt Regency, Irvine,
7:00 to 10:00 a.m. (Full Breakfast Included)
Contact: Ginny Pace at (714) 278-2566 or gpace@fullerton.edu
Dr. Puri presents analyses of local and national economies and their impact on Orange County's Business.
- Nov. 5-6** **Professor for a Day**
Langsdorf Hall, College of Business & Economics, Cal State Fullerton
Guest Professors are invited to share their careers with our students in the classroom setting.
- Nov. 7** **Family Business Council Workshop**
"Can the Family Business Compete in the New/Old Economy" (Co-hosted workshop with USC)
Speaker: Ernesto Poza, Director, Family Business Program, Case Western Reserve University, Cleveland, Ohio
* See below for location, time and reservations.
- Nov. 19** **Family Owned Business of the Year Awards**
Hyatt Regency, Irvine, 12:00 to 2:00 p.m. (Luncheon)
Contact: Robbin Bretzing at (714) 278-4182 or rbretzing@fullerton.edu
Nominations for the 2002 Family Owned Business Awards are currently being accepted through October 18.
Co-sponsored by the *Orange County Business Journal* and the College's Family Business Council, this event honors the accomplishments of Orange County's finest family business leaders.
- Dec. 3** **Family Business Council Workshop**
"No Man's Land: Where Growing Companies Fail"
Speaker: Douglas Tatum. Tatum CFO Partners, LLP
* **All Family Business Council Workshops** will be held at Turnip Rose Conference Center, 300 S. Flower, Orange, 7:30 a.m. to 11:00 a.m. (Continental Breakfast)
For reservations contact the Family Business Council at (714) 278-4182.

Riverside/San Bernardino, Ventura and Imperial, Dr. Puri's analysis and forecast will include employment, inflation and interest rates, consumer confidence, the housing market, industrial production, retail sales and more.

In addition to single tickets, tables are available for purchase to invite your colleagues and clients – and sponsorships for this event provide tremendous visibility! ●

To receive a flyer with all the details, please contact Ginny Pace at (714) 278-2566 or gpace@fullerton.edu.

CBE'S NEWEST CENTER OF EXCELLENCE – THE CENTER FOR THE STUDY OF THE ECONOMICS OF AGING

Affiliated with the College of Business & Economics, the new Cal State Fullerton Center for the Study of the Economics of Aging was established on May 14, 2002. The purpose of the Center 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.

Eric Solberg, Professor of Economics and recipient of CBE's 2002 Outstanding Faculty Award, was named Director of the Center for the Study of Economics of Aging by College Dean Anil Puri. While serving in a voluntary capacity for the first two years of the Center's operations, Dr. Solberg will continue to serve as Coordinator, Gerontology Academic Programs.

The objectives of the new Center for the Study of the Economics of Aging are:

- to advocate public discussions on economic policies and programs related to aging
- to advocate and promote research on economic issues related to aging
- to foster collaboration with other organizations, profit and non-profit, to study the economics of aging
- to assist in the development of courses and educational programs on the economics of aging

The Center for the Study of the Economics of Aging will be supported by private donation and research grants.

If you are interested in knowing more about this important Center of Excellence, please contact Dr. Eric Solberg at 714/278-2237 or esolberg@fullerton.edu.

HONORING OUR VOLUNTEER "ENTREPRENEURS IN RESIDENCE"

During CBE's Scholarship Awards Ceremony in May 2002, the College's Small Business Institute paid tribute to its seven volunteer Entrepreneurs in Residence:

- John Sandberg, President, Sandberg Industries, Inc.
- Robert Wietzke, President, Valuation Professionals
- Wei-Cheng Chen, President, IPC Cal Flex, Inc.
- Earl Brown, President, Dynamic Access Mortgage
- Charles Laverty, President, Imagyn Medical Technologies
- Mel Edwards, President, G&N Rubicon
- Bernard Spear, President, Preston Scientific

These volunteer Entrepreneurs in Residence advise CBE's student business consulting teams, and the Entrepreneurs in Residence guidance is invaluable to both the students and their "clients."

This leads us to an invitation...

The Small Business Institute offers affordable business consulting to fifty firms a year, and invites application for the Fall 2002 edition of the CBE's award winning, student consulting program. Faculty members and selected student teams participate, and the business students are graduating seniors or MBA candidates. Under close direction of the instructor and using the needs specified by each firm, they seek solutions,

make recommendations for success, and prepare a report. Our student consulting teams have served more than 950 Orange County companies.

For more information on business consulting or the Entrepreneurs in Residence program, please contact Dr. Michael Ames at (949) 644-4541.

FAMILY OWNED BUSINESSES HAVE BREAKFAST WITH LOCAL ELECTED OFFICIALS

At a Family Business Council Workshop held earlier this year, Michael Dukakis urged family owned businesses to get involved in the political process at the local level. Stepping up to the challenge, three "town hall" get togethers were organized by Council Director Mike Trueblood. The members of the Family Business Council, all owners of large, medium or small family businesses, attended each of the three Town Hall Breakfasts: the first was with Assemblyman Bill Campbell, the second presented Congressman Ed Royce '77 and the most recent offered time with Congresswoman Loretta Sanchez.

According to Trueblood, these Town Hall Breakfasts are "most successful and enlightening." The family business owners discussed a wide variety of topics with these local government representatives, some of which included workers' compensation issues; a simplified tax code; problems in dealing with OSHA; difficulties stemming from conflicting rules/regulations within the IRS, INS and the Social Security Administration; SEC oversight; terrorism "fallout" and many more.

Because of this opportunity for intimate, candid discussions, Trueblood promises more Town Hall Breakfasts in the future.

If your family owned business is interested in additional information on our Family Business Council, please contact Mike Trueblood at (714) 278-4182 or mtrueblood@fullerton.edu.

Congresswoman Loretta Sanchez receives appreciation from director Mike Trueblood for her participation in July's Town Hall Meeting.



Gathered at May's Town Hall Meeting is Rick Muth, Orco Block, Council Director Mike Trueblood, Ron Stein, PTS, Scott Patterson & Scott Freeman, Primal Elements, Congressman Ed Royce '77, Barbara and Charles Wolfe, C. Wolfe Industries, and Jim Cadwell, Reel Lumber.



Family Business Council members discussing issues at April's Town Hall Meeting with Assemblyman Bill Campbell.



**DR. ERIC SOLBERG
HONORED AS
OUTSTANDING
FACULTY MEMBER
FOR 2002**

Each year, the College's Executive Council presents its Outstanding Faculty Award to recognize and honor a distinguished faculty member who — by demonstrating outstanding teaching and research ability — has enhanced the prestige, respect, and interest in the College of Business & Economics.



Dr. Eric Solberg, Outstanding CBE Faculty Member for 2002

This year's recipient is Dr. Eric Solberg, Professor of Economics and Director of the new Center for the Study of the Economics of Aging, an enthusiastic and effective teacher who sets high standards for his students. Dr. Solberg teaches courses in business microeconomics, business forecasting, labor economics, and the economics of aging. Widely published, Dr. Solberg is not only an excellent teacher, but also an outstanding scholar and an extraordinarily active participant in service to his department, the College, the University, and the community. Eric's accomplishments have indeed enhanced the reputation of the College in the academic and public communities.

In addition to the \$1,000 Executive Council award, Hyundai Motor America presented Dr. Solberg with the use of a 2002 Hyundai Santa Fe for one year. ●

**CBE'S DR. BARRY PASTERNAK —
A UNIVERSITY LEADER IN COLLEGIAL
GOVERNANCE**

Dr. Barry Pasternack, department chair and professor of Information Systems & Decision Sciences, was the recipient of the Cal State Fullerton Academic Senate's Faculty Leadership in Collegial Governance Award. This annual award recognizes faculty members for significant contributions to collegial governance and to the mission of the University.

According to Milton Gordon, President of Cal State Fullerton, Barry has been a "dedicated, thoughtful and consistent faculty leader on campus and within the CSU system since 1977." Within two years of his arrival on campus, Pasternack was serving on 11 different department, school, and university committees. Presently, he is involved in some 20 committees both on and off campus.

Dr. Pasternack claims that one of the greatest benefits of being involved in service is the opportunity to get to know faculty members from other departments on the Cal State Fullerton campus — as well as on other campuses in the system.

Barry was honored at a gathering of the University's Academic Senate in early June when Dr. Milton Gordon announced to the attendees that Pasternack is "Often the one who steps up to lead the way with innovative and thought-provoking ideas." Gordon lauded Barry at the event by telling him, "We all benefit and learn from the example you set for all of us."

The College of Business & Economics applauds Dr. Barry Pasternack not only for receiving the Faculty Leadership in Collegial Governance Award, but also for the hard work and generous effort that earned him this honor. ●

**AUTOBYTEL'S CFO HOSHI
PRINTER CLAIMS HIS SUCCESS IS
NO SECRET**

Autobytel, Inc., a nearly \$100 million public company, holds the enviable position of being one of the few pure-play Internet companies to actually report a proforma EBITDA profit. Hoshi Printer, engineer-turned-CFO, has played a vital role in the company's achievement. In addition to steering Autobytel, Inc. toward greater success in an era of economic uncertainty, Hoshi serves as a member of the Executive Council for the College of Business and Economics. The Council is made up of highly esteemed executives whose mission is to help enhance the College's visibility and recognition in the region.

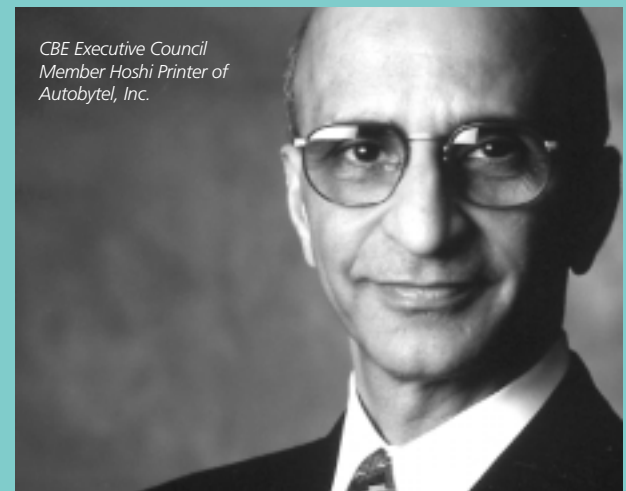
A native of India, Printer immigrated to the United States from Bombay in 1963 to attend Oklahoma State University in pursuit of the third of his four degrees, three of which are in engineering. Following his service in Viet Nam, he attained his MBA at Stanford University.

With his background in engineering and as a financial officer, Hoshi brings a unique combination of expertise, experience, and knowledge to CBE's Executive Council. He also infuses the organization with his enthusiasm for world-wide business communication: "I used to write letters every week to my home that would take fourteen days to get to Bombay...and they wrote back and that took another fourteen days. Now there's instant messaging to anywhere in the world. It's truly a worldwide marketplace..."

Printer, with a characteristic sense of purpose and responsibility, credits his business success to effective execution: "You have to have a path and, assuming the path is reasonable, you have to execute. There is no other secret." And most telling — during a time of an ominous confidence crisis in our nation — Printer cautions, "Stay focused, and be ethical. Never lose sight of that." Good advice for every business career hopeful.

In addition to his commitments as the CFO of a major corporation and a member of the CBE Executive Council, Hoshi goes to the gym every day of his life — 365 days a year! He is also an avid art lover and has visited virtually every major museum in the nation.

Hoshi and his wife, Sandy, live on the Newport Coast, and they can often be found on the beach taking in the ocean's roar. ●



*CBE Executive Council
Member Hoshi Printer of
Autobytel, Inc.*

WE PROUDLY INTRODUCE THE DEAN'S SCHOLARS

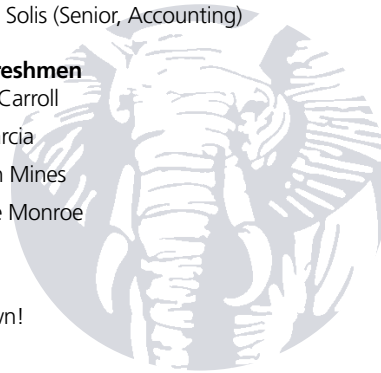
As part of the continued effort to create a community of scholars that support, challenge and reward one another, the College of Business & Economics offers a four-year, full tuition scholarship through the Dean's Scholars Program. This scholarship program is fully supported by the annual Dean's Summer Golf Classic, CBE's paramount fundraiser.

Students invited into this program are chosen as incoming freshman from the University's top scholarship applicants and are among THE best and brightest. Once selected as Dean's Scholars, these students commit to maintaining a 3.50 grade point average and remaining a business administration major.

We proudly introduce you to our College of Business & Economics Dean's Scholars:

Mr. Philip A. Aldridge (Sophomore, Pre-Business)	(Sophomore, Pre-Business)
Ms. Amy L. Farmer (Senior, Finance)	Ms. Carrol S. Solis (Senior, Accounting)
Ms. Nicole L. Lopez (Sophomore, International Business)	Incoming Freshmen
Ms. Julia R. Maurer (Junior, Pre-Business)	Mr. Andrew Carroll
Mr. Kyle D. Quinn (Sophomore, Pre-Business)	Mr. Obed Garcia
Mr. Christopher D. Reese (Senior, Business Economics & Accounting)	Ms. Shannon Mines
Ms. Lauren E. Smullen	Ms. Candace Monroe

We are pleased to call this group of exceptional students our own!



CBE CONNECTIONS

Editing Committee	Katrin Harich Todd Nicholson Anil Puri
Managing Editor	Ginny Pace Gpace@fullerton.edu
Copywriter	JoAnn Bryne Jbryne@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/>

