

**\$3 MILLION GIFT FROM STEVE MIHAYLO '69 NAMES OUR NEW HOME!**

When College alumnus Steve Mihaylo '69 decided give back to his alma mater, he did it in a very big way by presenting the College with a gift pledge for \$3 million, the largest in University history. Future business students will benefit from Steve's generosity when they attend classes in the new Steven G. Mihaylo Hall for the College of Business and Economics, set to break ground in July 2006.

A native Los Angelino, Mihaylo began his college career in 1966 after working as a field engineer at Western Electric in Arizona. Steve completed bachelor's degrees in both accounting and finance at Cal State Fullerton in only two and one-half years.

Persistence and a strong belief in a simple idea eventually led Mihaylo to his present position as Chairman of the Board of Directors, President, CEO and Founder of Inter-Tel, Inc. Under Steve's leadership and basic philosophy of focusing on customer needs, Inter-Tel expanded from a one-man shop to a global organization, employing more than 1,800 people who serve more than 500,000 business customers worldwide. In 1981, common shares of Inter-Tel stock were offered and are quoted on the NASDAQ national market system under the symbol INTL.

**"Steve's gift is an enormously important step in making our College the premier business school in Southern California. It is a vote of confidence in our College and our vision,"**

said Dean Anil Puri of this exciting recognition of excellence in business education at Cal State Fullerton.



*Alumnus Steven G. Mihaylo '69 (r) signs pledge to name the new building, "Steven G. Mihaylo Hall" for the College of Business and Economics. Sharing in this momentous occasion is Dean Anil Puri.*

At a gathering of the CSUF Board of Trustees in his honor, Steve told the group, "I think the partnership between myself, all the academicians, and the Cal State Fullerton alumni throughout the state have a real opportunity to build something special here, and I'm not just talking about the building itself. I'm talking about the opportunity to gain national prominence for the [Cal State Fullerton] business school. That's my real goal."

Because Steve is so committed to the combined cause of business and business education, he is a member of the Dean's Advisory Board, which provides a high-level forum for the College's curriculum, programs and activities as they relate to current business trends in the corporate community. A particular focus of the Advisory Board is to review and provide advice on the College's Strategic Plan.

Steve also served as the distinguished speaker at the College's 2004 Commencement Ceremony, inspiring and encouraging students with stories of his humble beginnings and his climb to the top of the corporate world. "Steve's whole life is a poignant message for our students, and his achievements have a real-life meaning," said Dean Puri.

In the not too distant future, business students will spend learning time in Steven G. Mihaylo Hall, and will come to know the alumnus whose success story and sense of giving back will have a tremendous impact on the lives of our future business leaders for many, many years to come. ●

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## MESSAGE FROM DEAN ANIL K. PURI

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

The College of Business and Economics is entering into one of its most exciting periods since I joined the University more than 27 years ago. We are exhilarated that the plans

for our new building are underway, and that support for our student and faculty programs is experiencing tremendous growth. Never in the history of the College have so many alumni and business friends demonstrated such enthusiasm for the College's vision to transform student lives, develop business leaders and shape the regional economy.

A dramatic example of alumni dedication appears on Page 1. Steve Mihaylo '69 thanked the College for its contribution to his success with a momentous pledge that not only names the new business building but puts the wheels of change in motion – we have engaged an architect and are rapidly advancing into our future.

In late Spring each year, the Executive Council for the College of Business and Economics selects an Outstanding Faculty Member and Outstanding Student, and recipients receive a special award that recognizes their respective special achievements. We thank our Executive Council, consisting of 70 business executives, for providing dedicated service and support to the College's programs and activities for more than 20 years.

Commencement is always an occasion of joy not only for the graduates and their families, but for us in the College. It is a time to applaud the students' accomplishments and to recognize their dreams of a bright future. As the commencement speaker, Steve Mihaylo offered motivation and inspiration to these wonderful young people. For many days, we received phone calls and emails expressing appreciation for Steve's passionate words.

On September 10, the College released its 2004-05 Objectives and Action Plan. The annual strategic planning process is a collaborative and interactive one involving faculty, staff, students, alumni and external stakeholders. Three key areas continue to be the guiding themes around which the detailed list of objectives and action items are constructed: Program Quality, Balance of Theory and Practice, and Technology Integration. The activities included in the plan drive the agenda of the College in fulfilling its vision and mission. You can read the Objectives and Action Plan at [www.business.fullerton.edu](http://www.business.fullerton.edu).

Warmest wishes to you and your families for a wonderful November and December holiday season and the launch of a happy, profitable 2005.

Anil Puri, Dean

## INFORMATION SYSTEMS AND DECISION SCIENCES PROFESSOR HONORED AS OUTSTANDING FACULTY FOR 2004

With the exception of one year as a visiting professor at UCI, Dr. John Lawrence spent his entire professional academic career at Cal State Fullerton. During those 30 years, he contributed greatly to his students, to his chosen field, to the College, and to the University. This year Dr. Lawrence, Professor of Information Systems and Decision Sciences, received the Outstanding Faculty Award by the College's Executive Council in recognition of his outstanding teaching and research expertise — as well as for his accomplishments in enhancing the prestige, respect, and visibility of the College of Business and Economics.



Dr. John Lawrence (2nd from left) named 2004 Outstanding Professor by the Executive Council for the College of Business and Economics. Pictured (l-r) are Executive Council member Greg Arbues of White, Nelson & Co., Lawrence, Council President Todd Nicholson of The Nicholson Group, and College Dean Anil Puri

Dr. Lawrence coauthored a major test in management science, adopted by scores of universities, now in its second edition. He pioneered many programs and has been an integral part of the growth and development of the school's satellite campuses. John has written numerous theoretical technical papers on linear programming and published "applied" papers on distance learning in statistics and management science.

The Executive Council Outstanding Faculty Award is in the amount of \$3,500, and Hyundai Motor America presents each year's recipient with the one-year use of a brand new Hyundai. Dr. Lawrence is enjoying a red Hyundai Santa Fe. ●



## THANK YOU TO PROFESSOR FOR A DAY SCHOLARSHIP DONORS

Donors to the Professor For A Day Scholarship Fund make it possible for the College to annually award \$3,000 scholarships to deserving students. Our deepest appreciation to these donors.

Richard Ambrose  
Patrick Donahue  
Wayne Foss  
Timothy Graven

Bryan Hopkins  
Stephen Jester  
Gregory Kling  
Marlan Merhab

William Pemberton  
Jack Pontney  
Kerri Ruppert  
Carlos Saenz

# Vision Statement

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

## WE "TEED UP" A WINNER!

With the onset of winter, we love to reminisce about our annual Dean's Summer Golf Classic – already in its 10th year! We are proud to report that all the net revenue raised at this fundraising event goes straight to student scholarships and/or technology in the classroom.

Thank you to the sponsors and volunteers who make each year a success:

**Title Sponsor:** VitroCo Materials Technology

**Tournament Sponsors:** Disneyland Resort, Don Miguel Foods, Helpmates Staffing Services, Pacific Mercantile Bank, Sybron Dental Specialties

**Titan Sponsors:** Cooper McManus, Deloitte & Touche, Grant Bettingen, Inc., KPMG LLP, MBK Real Estate Ltd., Moss Adams LLP, mUrgent, OCTFCU, Pacific Snapple Distributors, White, Nelson & Co., Wood-Gutmann Insurance

**Printing Sponsor:** Lubreco Printing

**Lunch and Beverage Sponsors:** Pat & Oscars and Pacific Snapple Distributors

**Dinner Sponsor:** Disneyland Resort

**Golf Shirts/Hats/Bags:** Metropolitan West Capital Management, Inter-Tel, Inc. and The Pension Group

We applaud our big winners of the day:

- 🎵 **Deloitte & Touche took 1st place honors**  
(3rd place last year), Jack Griffith, George Garrett, Scott Ecker and Marshall Solomon
- 🎵 **Don Miguel Mexican Foods took 2nd place**  
Steve Charton '71, Rick Herrera, Robert Charton and Chris Maggay
- 🎵 **Sybron Dental Specialties came in 3rd**  
Gregory Waller '78, Adam Openshaw, Carl Fink and Rob Lingel

And finally, we recognize our hard-working Planning Committee, to whom we are eternally grateful. Our Tournament Chair Dennis Ciolli has served for an amazing nine years, and 90% of this team has served multiple years! ●

**Tournament Chair:** Dennis Ciolli '76

**Vice Chairs:** Geoffrey Payne '80, Tahiti Partners, Timothy Rooney, Pacific Life Insurance Co.

**Donations Chair:** Peter Stephan '78, The Pension Group

**Tournament Operations Chair:** Bob Hoertz, Amoco (retired)

**Committee Members:** Mitch Brantley '87, Pacific Snapple Distributors, Jim Gutmann '80, Wood-Gutmann Insurance, Gary Lisenbee '73, '77, Metropolitan West Capital Management, Gordon MacLean '86, KPMG, Chip Rathmell '86, Morgan Stanley, Peter Stephan '78, The Pension Group, Gregory Waller '78, Sybron Dental Specialties



The foursome representing Deloitte & Touche were the victors at the College's annual golf fundraiser. Members of the winning team were Jack Griffith, George Garrett, Scott Ecker and Marshall Solomon

Mark your calendar!

**MONDAY, JUNE 13, 2005**

Our 11th annual fundraising golf tournament at another favorite course, El Niguel Country Club.

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



Joseph Moderow '70 Senior Vice President and General Counsel (retired) for UPS



Christopher Schmidt '81, President and Chief Operations Officer for Moss Adams

## JOSEPH MODEROW '70 & CHRIS SCHMIDT '81 HONORED AT UNIVERSITY'S VISION & VISIONARIES AWARDS

This spring, at the University's 11th Annual Vision & Visionaries awards ceremony, two prominent and committed College of Business and Economics graduates, Joseph Moderow and Christopher Schmidt, were appointed Cal State Fullerton Distinguished Alumni for 2004.

Recipients for these awards are selected based on achievement within their fields of endeavor and significant contributions benefiting their profession, community, state, and nation. This year's winners proved to be outstanding on all counts.

**Joseph Moderow '70**, at the time of this award, was the Senior Vice President/Legal & Public Affairs at United Parcel Service (UPS). Now retired, Mr Moderow continues to serve on the UPS Board of Directors.

Joe began his career with UPS 35 years ago while an undergraduate student, majoring in Economics. Currently a member of the California State Bar Association, he earned a law degree from Western State University after graduating from Cal State Fullerton.

(Continued on next page)

*Dr. Tom Boyd, Professor of Marketing, recipient of the College's 2004 Teaching Innovation Award*

### UNIVERSITY'S VISION & VISIONARIES AWARDS *(Continued)*

Following a path similar to other members of the UPS Leadership Team, Joe learned the business from the ground up, in washing trucks, and unloading and sorting packages. Joe eventually became the General Counsel, subsequently assuming responsibilities for UPS' Public Affairs and Public Relations.

Joe remains a valuable contributor to the Cal State Fullerton community. He has shared his workplace experiences with CBE students through classroom visits and lectures, and invited a group of students to join him and UPS Chairman and Chief Executive Officer Michael Eskew for a personal conversation over lunch at the Reagan Library.

Also a member of Dean Puri's prestigious Dean's Advisory Board, Joe Moderow stands firm in his conviction that "my education at Cal State Fullerton was a wonderful launching pad for my career. The education I received was very pragmatic and the professors filled the classroom with a passion for the subjects they taught."

**Chris Schmidt '81** is the recently appointed President and COO of Moss Adams LLP. An Accounting grad, Chris has been in public accounting for 23 years, 19 of which have been in the Orange County office of Moss Adams. He's a member of the Moss Adams Foundation, which matches the donations of our alumni employees who generously give to the College's annual Moss Adams Accounting Fellowship.

Chris is heavily involved with the College, especially the Accounting Department, where he was recognized as the Outstanding Accounting Alumnus for 2003. He is a board member of the University Advancement Foundation, and helped to initiate the College's Center for Corporate Governance and Reporting, also serving as a board member.

The College of Business and Economics congratulates two of its finest alumni! ●



### DR. TOM BOYD COVERS MARKETING BASES AND WINS BIG!

Is it a stretch to expect that a Marketing professor who is an avid competitive swimmer, marathoner, tri-athlete, and winner of national titles at both the NCAA and Masters levels, might just be a marketing instructor whose specialty is sports?

Earning this year's **2004 Teaching Innovation Award** by the College of Business and Economics,

Dr. Thomas Boyd's specialty is indeed sports marketing, and he is celebrated for his enthusiasm and instructional innovation in teaching marketing strategies.

In recent years, Dr. Boyd's research focus is on how to make promotions more effective in major league baseball, as well as determining what it is that makes sports stars effective as celebrity endorsers of consumer products.

Tom's extensive research is invaluable to his students, who benefit from his lectures about how research is used by sports marketing practitioners. Definitely an expert in the field of baseball business, Tom is quoted in articles by the *Wall Street Journal*, the *Los Angeles Times*, and has been a guest on NPR's "To The Point."

In addition to teaching sports marketing, Tom teaches courses in consumer behavior and business-to-business marketing strategy. ●

## DR. WEILI LU "INSURES" THE SUCCESS OF HER STUDENTS



*Dr. Weili Lu, Director of the College's Center of Insurance Studies and Finance associate professor, received this year's Faculty Student Service Award*

Students who are fortunate enough to share class time learning from Dr. Weili Lu are privileged indeed! As this year's recipient of the **Faculty Student Service Award**, Dr. Lu's qualifications for this award are nothing short of outstanding.

Dr. Lu joined the College's Department of Finance in 1999 and within a year she was honored with the Outstanding Faculty Service to Community award. The following year she received the Outstanding Student Advisement and Assistance award.

In addition to teaching, Dr. Lu is the Director of the Center for Insurance Studies, one of the most successful Centers of Excellence within the College of Business and Economics. Lu also administers the insurance and financial services program for the College, which has enrolled close to 3,000 students over the past five years.

Weili has raised more than \$500,000 dollars to continue the insurance and financial services program and to increase the availability of student scholarships.

She also assisted in recruiting hundreds of students with member companies in the industry. Moreover, she recently established an actuary program in the Math Department and an International Executive Development Program in the College of Business and Economics.

Dr. Weili Lu is truly a champion for the College's future business leaders, and we are proud to recognize this dynamic and dedicated faculty member! ●

**THE COLLEGE'S BEST AND BRIGHTEST ARE AWARDED AND REWARDED**

Each year the Dean's Advisory Board awards scholarships to four deserving students in the Business Honors Program. The Dean's Advisory Board consists of chairmen, CEOs, presidents and managing partners for the purpose of assisting the College with strategic planning.

This year's Business Honors Program Scholarships were awarded at the College's annual Scholarship Awards Ceremony and Reception held in May at the Embassy Suites in Brea. The four recipients of these prestigious scholarships were honored with full tuition, books, and parking. As always, the winners are impressive and motivated students:

**Samanaz Kapadia** (Outstanding Leadership Award) is majoring in Management/Marketing and intends to pursue an MBA degree and become a marketing force within the entertainment industry. She is researching and writing a book on college leadership, and served as Associated Students Vice

Chair, University Honors Society Chair, and is a member of the Business Honors Program and Beta Gamma Sigma Honor Society.

**Eleanor Ribera** (Outstanding Honor Student Award) is majoring in Economics with a minor in Asian Studies/History. A member of the Beta Gamma Sigma Honor Society and the National Association of Female Executives (NAFE), Eleanor's goal is to achieve a doctorate degree and teach Economics on the beautiful island of Oahu, Hawaii.

**Danielle Tolentino** (Outstanding Volunteerism Award) is a Business Administration/Entrepreneurship major, intending to pursue a Master's degree in Student Affairs after her '05 graduation. Danielle keeps active as the Executive Vice President of the Business Inter-club Council. Danielle is also a member of the Future Business Leaders of America (California State President); the University Honors Program; the Business Honors Program, and the Philippine American Student Association.

**Adina Vaughn** (Honor Student Support Award) plans to become a CPA following graduation in 2006 with a degree in Accounting. She is a member of the National Society of Collegiate Scholars and the Business Honors Program.

Congratulations to these outstanding students honored by the Dean's Advisory Board. ●



At the College's Scholarship Awards Ceremony held in the Spring, our loyal and generous scholarship donors gave more than \$100,000 in scholarships to deserving business students. Pictured with Small Business Institute Director and Professor of Management Dr. Michael Ames (r) is Andrew Layland '05, recipient of the Entrepreneurship Program Scholarship, presented annually by the Service Corps of Retired Executives Association (SCORE).



**KEEPING UP WITH FACULTY**

**ECONOMICS**

The recipient of the Spring **2004 Drouillard Scholar Award** for outstanding faculty research is Economics Professor **Adrian Fleissig**. Dr. Fleissig was honored for his research publication, "Semi-Nonparametric Estimates of Currency Substitution: The Demand for Sterling in Europe," (with Leigh Drake) appearing in the *Review of International Economics*. This research paper looks at why people use different currencies in Europe and examines if people prefer to use Sterling or other currencies. Holding a joint Ph.D. in Economics and Statistics, Dr. Fleissig ranks in the top 1.4% of economists worldwide (757 out of 55,000), according to World Rankings of Economics and Economic Departments. In addition, Dr. Fleissig receives consistent media coverage through his quarterly Southern California

Leading Indicator reports. Our congratulations to Dr. Fleissig, and thank you to alumnus Scott Drouillard (BA '83, MBA '96) for making possible recognition of the College's gifted faculty.

As the Department bid a fond farewell to retiring Economics' Professor and Department Chair **Stewart Long**, Professor **Morteza Rahmatian** was welcomed as the new Chair. Earning his Ph.D. at the University of Wyoming in 1982, Dr. Rahmatian taught for six years at West Virginia University. Arriving at Cal State Fullerton to teach Economics in 1988, Dr. Rahmatian also served as Director of the Center for Economic Education from 1991 to 1999.

**FINANCE**

Professor **Mark Stohs** is the new Chair for the

Department of Finance. Previous chair **John Erickson** is returning to the classroom full time, having served as chair for six years. Dr. Stohs earned his Ph.D. at the University of Wisconsin, joining the Department of Finance in 1996 after two years at the University College Dublin, in Dublin Ireland. Currently, the focus of his research is corporate finance. Hiking enthusiasts, Mark and his wife Joanne (Professor of Psychology, CSUF) climbed Mt. Whitney (14,494 ft.) this summer.

**MARKETING**

**Dr. Neil Granitz** was named this year's Distinguished Professor for the College of Business and Economics. Last year, Professor Granitz was honored by the College's Executive Council as the Outstanding Professor of 2003. We all share in extending Neil our heartiest congratulations! ●

# ALUMNI

## news&updates

**Chuck Williams '88 (Accounting)** – Chuck recently joined Georgia company Display Industries as an Operations Controller and serves as a member of the Atlanta Chapter of the Financial Executive Network Group. Chuck enjoys golf, softball and keeping up with business news, and can be found at williams7955@bellsouth.net.

**Phi Chi Do '00 (Marketing)** – Phi has recently joined the team at the Kinecta Federal Credit Union in Irvine, serving as their Member Service Manager.

**Peter Stephan '78 (Finance)** – Based on his significant contributions to the association and the industry of pension administration during the past years, Peter received the Lifetime Achievement Award from the National Institute of Pension Administrators (NIPA). Peter is currently the President of The Pension Group, Inc., in Irvine, CA. Peter is very active in supporting the College of Business and Economics and serves its Executive Council as Second Vice President. Peter can be reached at pstephan@pensions.com.

**Adam Ochoa '96 (Accounting)** – Adam was recently named Partner at the accounting firm of Peterson, Slater & Osborne, where he specializes in forensic accounting, corporate income tax filings and financial reporting. Adam also is active in the Palm Desert Chamber of Commerce, as well as the Leadership Coachella Valley Alumni Association.

**Manisha Patel '03 (Accounting)** – A recent graduate, Manisha joined architectural and construction management firm GKK Corporation as their newest Accounting Executive. Manisha can be reached atmpatel@gkkcorp.com.

**Joel Davis '85, '93 (B.A. Marketing, M.B.A. Finance)** – With more than 20 years of sales and marketing experience under his belt, Joel was recently appointed Vice President of East and Government Sales with Tech Data, a leader in the technology industry. Joel can be reached at jodavis@techdata.com.

### Our Business Friends...

**Sondra R. Ames** – Sondra, a member of the College's Executive Council, was honored at this year's Women in Business event. Sondra's daughter Allyson is following in her mother's innovative footsteps, honored as the first "Up and Coming Woman in Business" recipient awarded by the *Orange County Business Journal*.

**Greg Arbues** – Marketing Director for White, Nelson & Co., Greg was appointed President of the Newport-Irvine Chapter of the Rotary Club. In addition to serving as First Vice President for the College's Executive Council, Greg is involved in the Orange County YMCA, the Lincoln Club and the Project Self-Sufficiency Foundation. You may email Greg at garbues@whitenelson.com.

**Craig Brown** – As Director of the Fullerton Operations branch of Alcoa Fastening Systems, Craig is pleased to announce that the 900+ employees have reached 2,000,000 hours without a lost-work-day incident! Craig is a member of the College's Executive Council and is at Craig.Brown@alcoa.com.



*Ms. Andrea Acevedo '04, named the Outstanding Student for 2004 by the College Executive Council, is pictured with Council President Todd Nicholson*

### GRADUATE ANDREA ACEVEDO IS NAMED THE OUTSTANDING STUDENT FOR 2004

Why give the prestigious award of Outstanding Student to a graduating senior? Because the College of Business and Economics honors one outstanding senior who meets the criteria of excellence in scholastic achievement and participation in extra-curricular activities — that's why! This year, the annual Executive Council Outstanding Student Award was presented to Andrea Acevedo '04, a Marketing major.

Andrea values the award highly: "Receiving the Outstanding Student Award from the College's Executive Council was a great honor," she said. "Student organizations have contributed to my enriched college experience and various off campus jobs and internships provided me with a means to correlate curriculum with actual work experience."

"Getting involved beyond the standard academic requirements challenged me academically and assisted me in determining the career path I intend to pursue — Market Research within the entertainment industry."

The Executive Council, a dedicated support group of business executives investing in the business leaders of tomorrow, offers a \$2,500 award to each annual recipient. Andrea will use her award for study materials and commuting expenses to enter graduate school.

Congratulations, Andrea! The Executive Council and the College of Business and Economics are confident you will continue to achieve and excel. ●

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

## CBE CENTERS OF EXCELLENCE EARN HIGH MARKS

### CENTER FOR CORPORATE REPORTING & GOVERNANCE

The Center for Corporate Reporting & Governance was created to address issues faced by firms and their auditors in a financial environment recently plagued by high-profile corporate scandals and landmark legislation, such as the Sarbanes-Oxley Act.

The Center's 2004 Fall conference, "Internal Control Reporting Challenges," at the Wyndham Hotel in Costa Mesa featured speakers from the Public Company Accounting Oversight Board, The Securities & Exchange Commission, executives from the major accounting firms, and other experts on internal controls and financial reporting ... and all were met with a standing-room only audience and followed by rave reviews.

### FAMILY BUSINESS COUNCIL

The Family Business Council will celebrate its 10th anniversary in 2005. Thirty-eight family-owned businesses now belong to the Council, almost double the number of five years ago. In addition to monthly workshops, the Council also offers monthly affinity groups at which CEO peers discuss issues germane to family businesses.

This semester at CSUF, the Council is offering a new course to Juniors and above entitled "Family Business Dynamics." The course is team-taught by JoAnne Norton of Freedom Communications, Dr. Ed Cox of Doud/Hausner, and Family Business Council Director Mike Trueblood.

### CENTER FOR ECONOMIC EDUCATION

Owing to the success of the semester-long local stock market simulations, a 10-month national competition was organized for the first time last semester. More than 1,000 teams competed nation wide, with California represented by more than 60 teams. The College's Center for Economic Education team placed eighth in the nation. Congratulations to Brian Cox and his students: Alex Aubel, Kevin Greenwood and David Piccinati from Trabuco Hills High School.

**The first West Coast Teaching Economics Conference**, held at CSUF October 21-23, featured Keynote Speakers Roberts H. Frank from Cornell University and Bradley R. Shiller from American University. Frank's focus was "Teaching Introductory Students to Speak Economics," while Shiller addressed "The Cost of Terror: Past and Continuing Responses to Terrorism."

### STUDENT ASSESSMENT CENTER

The Student Assessment Center continues to gauge the communication skills of the students in the College of Business and Economics. In Spring 2004, the project progressed to assessing their oral communication skills. The Assessment Center is collecting data with the goal of identifying which aspects of the College's curriculum are perceived by the students to be most valuable for their professional development. Additionally, the data is expected to show how the curriculum affects oral communication skills.

Research assessments such as these are used by the College's Assessment Committee to make recommendations about curriculum adjustments that will enhance achievement of the College's Objectives and Action Plan.

### CENTER FOR INSURANCE STUDIES

Mr. Mark Wei, Insurance Commissioner of Taiwan, was the keynote speaker for the recent CIS Insurance Commissioner's Forum. Mr. Wei addressed faculty and students about the "Insurance Regulatory System and Insurance Market in Taiwan."

Named the Eisenhower Fellow from China (Taiwan) / 2004 Multi Nation Program, Mr. Wei will use his fellowship to obtain a better understanding of trends in the U. S. insurance industry, including issues of governance, transparency, public/private cooperation, and organizational restructuring. Opportunities to attend such forums help students better explore and understand the globalization of our present business markets.

## upcoming EVENTS

### Nov. 18 2004 5th Annual "Family Owned Business Awards of the Year" Luncheon

Honoring Orange County family-owned businesses Hyatt Regency Irvine, 12n to 2 p.m.

Presented by the *Orange County Business Journal* in association with the College's Family Business Council

### Feb. 25 2005 2nd Annual Hispanic Family Owned Business Conference

Honoring Orange County's Hispanic family-owned businesses. Radisson Resort Knott's Berry Farm, Buena Park 9:00 a.m. to 12 noon.

Presented by the College's Family Business Council

### June 13 2005 11th Annual Fundraising Golf Tournament

El Niguel Country Club — be sure to mark your calendars. More information will be provided in upcoming *Connections*.

Please help us to stay current on the needs of our alumni by answering the survey question and submitting this "Let Us Know" form (see submittal information below). Thank you!



# Let us know!

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Concentration /Degree: \_\_\_\_\_ Year Graduated: \_\_\_\_\_  
Home Address: \_\_\_\_\_  
Business Name: \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Web address: \_\_\_\_\_  
Interests /Hobbies: \_\_\_\_\_  
Business or personal news: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**What is your preferred method of receiving this newsletter?**  In the mail  By e-mail

**Send your update to:** Office of the Dean, College of Business and Economics, Cal State Fullerton, P.O. Box 6848, Fullerton, CA 92834-6848, **or** log on to [http://business.fullerton.edu.let\\_us\\_know.htm](http://business.fullerton.edu.let_us_know.htm) **or** fax (714) 278-7101

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