Radha Bhattacharya, Ph.D., (pronounced Batta-char-ya), Director of the Center for Economic Education, Mihaylo College of Business and Economics at Cal State Fullerton.

Dr. Bhattacharya has been at Cal State Fullerton for the past 24 years and obtained her Ph.D. in Economics from Pennsylvania State University. She has been a recipient of the Mihaylo Faculty Fellowship Award and the departmental Success in Teaching Economics award for teaching economic Mihaylo College of Business and Economics at Cal State Fullerton. Bhattacharya teaches macroeconomic principles and research methods, and she does research in applied macroeconomics, housing cycles, and economic and financial literacy education. She has several research publications in peer-reviewed journals, including those on financial literacy research with Prof. Andrew Gill.

Under Bhattacharya’s leadership, the Center for Economic Education has received several grants for financial literacy programs. The Center has conducted the Business, Economic and Financial Literacy Olympiad, High-School Fast Pitch and Business Plan competitions, teachers workshops, the U.S. Bank Youth IDA program, summer Financial Fitness Camps, and several outreach programs with Title I schools in Orange County, CA.

The Center for Economic Education is one of the Centers of Excellence at Mihaylo College of Business and Economics at California State University at Fullerton. The Center for Economic Education is affiliated with the California Council on Economic Education and the national Council for Economic Education.

John Bradley Jackson, Director, Center for Entrepreneurship, Mihaylo College of Business and Economics at Cal State Fullerton

John Bradley Johnson is a Professor of Entrepreneurial Marketing, New Venture Creation & Launch, and Social Media. Known affectionately as "Professor JJ", Jackson brings practical marketing and sales knowledge to the classroom from both Silicon Valley and Wall Street.

Jackson's career began in high technology sales in the semiconductor industry at Signetics Inc., but he soon moved to high technology market research with Dataquest Incorporated. At Dataquest, he served as Vice President for nearly ten years and held a variety of roles in sales, marketing, and research. Later, he joined Bowne and Company, the world's largest financial printer, and served as Senior Vice President responsible for sales, marketing, and operations. Jackson also was Sales Director at Forrester Research Inc., an Information Technology advisory firm.
As an entrepreneur, Jackson founded The BirdDog Group, a marketing and sales consulting firm that specializes in helping small and medium sized businesses make more money. In particular, he is an expert in digital marketing and strategy.

In February 2007, Jackson wrote the book "First, Best, or Different: What Every Entrepreneur Needs to Know About Niche Marketing," the book demystified the sometimes overly complex art of niche marketing and has received rave reviews for its easy-to-read style and common sense approach. His second book is called "Déjà New Marketing" and was published in 2010; this book explores social media, search marketing, e-mail marketing, blogs, and more. Jackson’s third book is called “Socially Close: Social Media Marketing for Small Business” and was published in July 2014.

Andrew Gill, Ph.D., Professor of Economics at Cal State Fullerton

Dr. Gill teaches Principles of Microeconomics, Labor Economics, and Econometrics at the undergraduate level and Research Methods and Econometrics at the graduate level. He has been a recipient of the Associated Students Outstanding Educator of the year from the College of Business and Economics in 2012. Gill obtained his Ph.D. in economics from Washington State University.

Gill’s research explores human capital issues, gender and racial discrimination, occupational wage differentials, and evaluating financial literacy education for youth. He has been invited to speak to institutional researchers and community college administrators about avenues for future research on community college issues. Dr. Gill’s credentials include: Content Expert, U.S Department of Education, Institute of Education Sciences; Review Panel, District Level Accountability Framework for California Community Colleges; and Co-Editor of Contemporary Economic Policy. He has received major research grants, several prestigious teaching and research awards. Dr. Gill’s publications include books on community college education and numerous articles in top economics journals.

Michael Milligan, Director of the Applied Securities Analysis Program (ASAP) at CSUF

Michael Milligan has an MBA from Pepperdine University and a BA in Public Accounting from Hofstra University. He is a full-time finance professor at California State University Fullerton and the Managing Director of the Applied Securities Analysis Program (ASAP). In the ASAP program, students manage endowment funds of the university.

Milligan has over 25 years’ experience on Wall Street, having been the head trader for Charter Court Corporation, a hedge fund that
specialized in trading IPO’s and SPO’s in the capital markets, where he traded over $1 billion in securities.

Milligan previously leased a seat on the Pacific Stock Exchange where he traded derivative instruments for EDX & Associates and was head of research for Liverpool Derivatives Group. Milligan started his career working for Lehman Brothers and was a Vice President in the Private Client Group at Bear Stearns & Co.

**Patrick Walsh,** “The Econ Guy” and Associate Professor of Economics at Saint Michael’s College in Colchester, Vermont.

![Patrick Walsh](image)

Dr. Walsh received his BA in Economics from Washington University in St. Louis in 1998, and his Ph.D. in Economics from the University of Michigan in 2006. He has ten years of experience in teaching economics at the collegiate level, teaching courses such as Public Finance, Economics of Healthcare, Money & Banking, and Macro Theory. However, his favorites are the frequent Macro and Micro Principles classes.

Walsh has developed custom simulation software for use in his Public Finance class, which allows teams of students to design their own government programs for a fictional country. He is the creator of the EconGuy YouTube channel ([https://www.youtube.com/user/thateconguy](https://www.youtube.com/user/thateconguy)), designed as a resource for high school and college economics teachers. He has also produced Economics videos for textbook publishers, and is a script writer for the upcoming *Crash Course: Economics* YouTube series. His academic research focuses on the economics of education, looking at questions related to parental involvement, the dynamics of school choice, and teacher labor markets. Walsh lives in Essex, Vermont, with his wife and two daughters.

**Liz Reidel,** Vice President and National Director for the SIFMA Foundation

![Liz Reidel](image)

The SIFMA Foundation is a 501c3 educational organization dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds. Drawing on the support and expertise of the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunity across communities and increase individuals’ awareness of and access to the benefits of the global marketplace. The SIFMA Foundation’s acclaimed **Stock Market Game™** program is an online simulation of the global capital markets that engages students grades 4-12 in the world of economics, investing and personal finance, and prepares them for financially independent futures.
Reidel’s role within the Foundation is to manage The Stock Market Game program in key markets across the country. She leads marketing and public relations efforts and partners with key educational stakeholders within district, city, and state levels to promote program adoption. She also develops and implements professional development events for educators ensuring successful program integration and implementation.

From 1999-2002, Reidel taught sixth and seventh-grade English at Palisades Middle School in Kintnersville, PA. Prior to this position, Reidel taught fourth-grade on the Fort Belknap Indian Reservation in Hays, Montana. This was a volunteer placement through the Jesuit Volunteer Corps.

Reidel received her B.A. degree in elementary education from Boston College. She earned her Master’s Degree in International Finance and Planning from Columbia University. She lives in West Hartford, CT, with her husband and daughters, Claire and Charlotte.

**William Taormina, Owner of National Startup League**

William Taormina is a serial entrepreneur, software developer, angel investor, and workshop madman.

In the role of advisor, he actively retains several board-level positions with startups across Southern California.

He is a proud graduate from the Mihaylo School of Business and Economics, and works diligently to place and retain several groups of student consultants and interns throughout his various portfolio companies each year.

"CrowdPower", his most recent for-profit venture, is focused on making live events more intellectually productive and engaging, using smartphones to improve audience participation.

With the "National Startup League", Will leads a team of workshop facilitators that challenge low income and at-risk youth to develop a "Solutions-Oriented Worldview". Graduates of the National Startup League’s semester-long curriculum demonstrate tangible mastery of the Entrepreneurial Mindset to PUSH HUMANITY FORWARD. Focusing exclusively on Experiential and Applied learning models, the NSL facilitates a series of high-impact classroom workshops culminating in regional startup "fast-pitch" competitions.

Note: His workshops make you sweat. Please buckle up.