

Connecting You To The College Of Business



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## Business Students Land National Honors

Marketing Club Excels  
SIFE Shines in Africa  
HR Students 'Superior'

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The College of Business will honor two alumni who have attained distinguished careers. The College of Business seeks nominations for the following recognition awards to be presented in 2003.

### Entrepreneur of the Year

Criteria: Founder of a successful business

Undergraduate or graduate degree in business from CSU, Chico

Graduate of 10 or more years ago

25 or more employees

### Executive of the Year

Criteria: Undergraduate or graduate degree in business from CSU, Chico

Graduate of 15 or more years ago

Holds a senior management position

Has held previous management positions



Please submit your nominations by January 31, 2003 to Dr. Lee Pryor, development director, [lpryor@csuchico.edu](mailto:lpryor@csuchico.edu) or fax 530-898-4584. For further information, call 530-898-4255.

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Consultant



Connecting You To The College Of Business

# 2002

## C O N T E N T S



Marketing  
Students Shine  
and Adviser  
Takes Top  
Award

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Distinguished  
Alumnus  
Brian Strom

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HR&MA Ranked  
"Superior"

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**On the cover:** CSU, Chico marketing students Cari Friedland, Joe Martin, and Adam Gerlinger.

**On the back cover:** SIFE members Casey Stice, Tina Renot, and Melissa Houston. Cover photos by Jeff Teeter.

Left to right: Cari Friedland, Joe Martin, Bill McGowan, and Adam Gerlinger.

# Marketing Students Flying High With National Honors

by Bill McGowan

Eleven members of the CSU, Chico Marketing Association, a chapter of the American Marketing Association (AMA), faced stiff competition at the AMA International Collegiate Conference in Orlando, Florida in April. Members competed against their peers from more than 200 universities across the United States, Puerto Rico, and Canada.

Chico placed high in one of the toughest AMA competitions, the 10-minute sales pitch. Fifty students gave a 10-minute sales presentation on the *Wall Street Journal*, while a judge from the *Wall Street Journal* evaluated the performances. After the grueling first round, CSU, Chico placed two entries in the final five. In the second round, six judges from Northwestern Mutual Life Insurance and the *Wall Street Journal* chose the top five students. CSU, Chico junior Joe Martin placed second and junior Adam Gerlinger placed fifth. The CSU, Chico chapter also received a performance award for overall proficiency.

“We’re really proud of Joe and Adam for their success in the sales competition,” said Chico Marketing Association president Cari Friedland. “Their success has helped our chapter gain increased exposure and positive recognition from colleges across the nation.”

The team competed for the Communication of Chapter Activities Award, based on their Alcohol Awareness Program (AAP), which was presented at local high schools and junior highs. The final presentation of the year was made to an eighth-grade health class at Hank Marsh Junior High School in Chico. Five members gave a PowerPoint presentation, including a segment on the alcohol poisoning death of CSU, Chico student Adrian Heideman. Participants broke into small groups and shared their thoughts with the team members. Later, students received 22 handwritten letters from the eighth graders, thanking them for the presentation. The team was invited to return to Marsh Junior High, with the request that the program be expanded to cover drug use.

Another Marketing Association project sent a team of



Photo: Jeff Teeter

students to help the Work Training Center in Chico in securing more work for their disabled clients. The team presented samples of the Work Training Center’s wooden wine cases, as well as mustard jar cases, to wineries in the Napa Valley. The students also helped showcase products at the Work Training Center booth at Chico’s Thursday Night Farmer’s Market, with the hope business-to-business opportunities might develop. This fall, the team will follow up on the Napa Valley project and help develop business for the Work Training Center on campus. One proposal is to have their clients build an exhibit booth for that is lightweight, easy to assemble, and can be shipped to and from competitions.

As part of their on-campus outreach, the Marketing Association also hosted a Recruitment Mixer the evening prior to the February 2002 Career Fair. Recruiters from 10 different companies visited with students in a casual, one-on-one atmosphere that gave the recruiters time to get to know the students before the fair.

“We plan to continue to expand our Alcohol Awareness Program and stay involved with our current community service projects,” said Friedland. “Our organization is devoted to helping local businesses and members of the community with marketing needs, student support, and youth assistance.”

Bill McGowan is an instructor of marketing at CSU, Chico.

## CSU, Chico Instructor Takes Adviser of the Year Honors

The American Marketing Association recently awarded CSU, Chico Marketing Instructor Bill McGowan the 2001–2002 AMA Faculty Adviser of the Year Award at the AMA International Collegiate Conference. McGowan was nominated by students for his efforts and enthusiasm in trying to make members step out of their “comfort zone” to become better students and citizens in the community.

“Bill puts an incredible amount of time and effort into helping our organization,” said Chico Marketing Association President Cari Friedland. “Our organization wouldn’t be where it is today without him, and I can’t imagine anyone more deserving of the award.”

McGowan’s “Top 25” statements on life are recognized as a popular resource for his students (see box). McGowan’s participation as a SCORE (Service Corp of Retired Executives) counselor, helping new and existing businesses in the community, in addition to his work with the AMA as a reviewer and competition judge were also acknowledged.

“My payback is not in dollars but in seeing the individual growth of my students on an up-front and personal stage,” said McGowan. “The value added to me is that upon leaving CSUC, many of my students stay in touch via e-mail and phone on a monthly basis.”

- Always, always *believe in yourself*. Give yourself the credit you so rightfully deserve. Use my famous two-handed crossover move to pat yourself on the back! Feel good about yourself. Take a breath. Boy, I’m good! I can do anything!
- *Attitude* is the key to life. Make sure your attitude is always enthusiastic and positive and that your cup is always *half full*.
- The *harder* you work, the *luckier* you get.

—From Bill McGowan’s “Top 25”

# Human Resources and Management Association Ranked ‘Superior’

by Greg Yatman

CSU, Chico students involved in the Human Resources and Management Association (HR&MA) are not shy about letting people know that they are here to stay. Their determination has allowed the organization to double in size since May and to create an executive board of 15 individuals. The group received the 2001–2002 Superior Merit Award from the Society of Human Resources Management, the world’s largest association devoted in human resource management.

“We are building HR&MA to be a highly recognized and respected organization on both the Chico State campus and in the Chico community,” said Amanda Nassie, HR&MA president. “Keeping our goals in mind will help us to continue building relationships and networking opportunities with businesses for our members.”

HR&MA empowers members in management, human resources management, leadership, and entrepreneurial endeavors. Speakers, including CSU, Chico faculty and human resource professionals, such as Kelly Hayes of Ferguson Enterprises, Inc., are actively involved in providing members opportunities for professional and personal growth. Upcoming speakers plan to present topics including corporate recruiting, human resource policies, the pros and cons of negotiations, and business ethics in today’s business environment.

“HR&MA is a great organization that gives us the opportunity to network with professionals in the field we are pursuing,” said Katie Davin, HR&MA treasurer.

One of the group’s top priorities is to create a strong networking system within the community. Past HR&MA president Cheryl Gadow found her



Amanda Nassie and Lisa Bruestle at Go Chico enrollment table



HR&MA kick-off meeting

present career path after listening to a Franklin Templeton recruiter speak at a HR&MA gathering. Gadow is now a Futures Program employee for Franklin Templeton in Rancho Cordova, California.

“HR&MA has reinforced a lot of my educational experience and given me hands-on opportunities,” Nassie said. “It has been a challenging getting HR&MA to the point where it is now, but it has been exciting and rewarding.”

HR&MA is the student organization affiliated with the Human Resource Management program. The organization is open to all majors. Bill Bergman, instructor of management, is the adviser.

*Greg Yatman graduated from CSU, Chico in 2002 with a B.A. in journalism. He is the executive vice director of the CSU, Chico chapter of Students in Free Enterprise and is pursuing an M.B.A. at CSU, Chico.*

Photos courtesy Amanda Nassie

# SIFE Africa

Senior students Allison Steltzner, Siobhan Brennan, and Jill Zinke led two weeklong Students in Free Enterprise (SIFE) workshops in Botswana and South Africa, in January 2002. Steltzner shares her thoughts about the experience:

Meet Tumi and Tshenolo, women entrepreneurs. Tumi owns a modeling agency and Tshenolo owns a restaurant. Both are struggling. Below is the story of how SIFE is teaching free enterprise principles anywhere there is a need.

Tumi has a degree in marketing from the University of Botswana and at one time worked as a model. She has co-

One choice was to charge more for her services, which she opposed. The second is to find alternate sources of revenue. We worked with Tumi to take her business in the direction of a consulting firm. Botswana is the most prosperous and democratic country in South Africa; many women are in business. They need image consulting, such as learning flattering colors to wear, and tips on makeup and styling. We recommended that Tumi advertise as a consulting firm; with just three hours of consulting services each day, she could earn an additional 600 pula per month. We gave her ideas which would help her market her consulting services. With just this little bit of extra

covering her fixed costs. Tshenolo explained that customers would want more rice, and she would dish it out without charging extra. We used her business as an example in class and illustrated the importance of portion control in relation to costs. We helped her understand that she needed to factor in labor and charge more for extra portions. With a \$25 (U.S.) grant from SIFE, Tshenolo purchased a scale to measure the exact amount of each portion. This simple idea will transform her losing operation into a great success!

Our workshop focused on what kind of environment was needed in order for a woman in Botswana to be successful in



Photos courtesy of Jill Zinke

SIFE in Africa


owned a modeling agency for three years. Tumi recognizes the potential for Botswanan models; however, she did not understand the costs of running an agency. She felt her biggest obstacle was that she did not own her own studio (as her competitor did). Her goal was to attain ownership of a studio.

Tumi lives month to month, and owes money to her landlord. Using our work-shop lesson, we looked at her monthly costs (4,500 pula) and revenue generated (10,500 pula every three months, as students enroll in 3-month courses). We identified two choices for her.

cash, Tumi will soon be on her way to owning a studio.

Tshenolo owns a small restaurant, serving traditional food made in a traditional manner—using a three-legged pot. Her goal was to become profitable. She was frustrated because, while she was generating revenue, she wasn't making any profit. She was making food to sell, plus enough to feed herself and her employees. She was charging 6.00 pula per lunch plate. Unfortunately, Tshenolo did not understand her costs. Ingredients alone (not including labor) were 5.90 pula per plate. She had a gross margin of just .10, which was not even close to

business. We asked the women to look around the room and to remember their peers—all women in business, or with aspirations of being in business, living in the same community. They had an instant business network—19 allies with whom they could bounce off ideas, trade business cards, make referrals, or call if they were having a tough time.

At the end of the week, the women experienced firsthand the power of a network: One participant said she knew how to register a business with the government and she was willing to help her classmates with that task. The alternative was to pay a business for that service. 



# Chico Students in Free Enterprise Ranked Third Nationally

by Greg Yatman

“Chico State SIFE has service-learning and international outreach projects that allow us to stand our ground against the toughest competition teams from around the nation,” said Melissa Houston, CSU, Chico Students in Free Enterprise director of state and national projects. “We stood out from most teams because we were able to send members to Africa, help children from low-income families in Chico, and partner with other organizations in order to truly make a difference.”

The CSU, Chico SIFE team faced competition from 323 universities at the SIFE USA National Exposition in Kansas City, Missouri in May. Teams were judged on their understanding of global markets, business ethics, financial management skills, and service learning as applied to year-long projects. A five-member team detailed the impact of the CSU, Chico SIFE projects to a panel of judges.

The CSU, Chico SIFE team received the Radio Shack SIFE USA Second Runner-up award at national exposition. They also received first place in the Best Use of Mass Media category and The Kauffman Center For Entrepreneurial Leadership and Entrepreneurship Assistance category. The team was awarded \$10,000 in prize money

and Jill Zinke, CSU, Chico SIFE 2002-03 executive director, received the Jules and Gwen Knapp \$14,000 academic scholarship.

One of CSU, Chico SIFE’s major projects is the Botswana and South Africa program. “Based on our knowledge that both Botswana and South Africa’s economies largely comprise micro-enterprise systems sustained by the industriousness of women, we saw an opportunity for Chico SIFE to help,” said Zinke. “We created specialized curriculum, provided start-up capital, and hosted a business consulting seminar attended by our business students, local business leaders, and government agency officials.”

CSU, Chico SIFE supported the effort of youth business and entrepreneurship education with their Wise Kid, Wealthy Kid Youth Entrepreneurship Camp held on the CSU, Chico campus in March. Sixty elementary and junior high students attended five consecutive Saturday camps hosted by CSU, Chico SIFE and Butte Community College SIFE students. The young students received \$25 start-up capital, business survival kits, and one unit of college credit.

“We were able to see imaginations flowing as the young entrepreneurs

developed their ideas and business plans over the five weeks,” said Carrie Karnegis, director of the youth camps. “Some of our students were very successful and one of our young entrepreneurs even went on to be featured on a Sacramento news broadcast and in a book about extraordinary individuals. He also received a mention in *Entrepreneur* magazine.”

The Cal-High SIFE project, created by CSU, Chico SIFE, promotes healthy competition between California high schools across the state, based on business education and community involvement. Chico SIFE students serve as mentors to Cal-High SIFE teams, traveling to schools from Yreka to San Diego. A program entitled SAGE (Students for the Advancement of Global Entrepreneurship) is being developed to promote this same type of competition on a nationwide and global basis.

“Chico SIFE integrates free enterprise education and community service into service-learning programs that make a difference,” said Judy Sitton, co-founder of SunGard Bi-Tech and CSU, Chico SIFE Business Advisory Board director. “Their mission and purpose are key to our freedoms now and in the future.”

## Achievements

≈ 2002 ≈

*Wells Fargo Outstanding Business  
Student Leader Award*

*Human Resources Management  
Scholastic Achievement Award*

*Management Outstanding  
Student Research Award*

*Magna Cum Laude*

*Honors in the Major  
(Both Business and Economics)*

*Economics Award for Academic  
Achievement and Service*

*Student Presenter at College of  
Behavioral and Social Sciences  
Symposium*

*Induction into Chico State  
University Leaders Association*

≈ 2001 ≈

*Human Resource Management  
Association Outstanding Board  
Member Award*

*Presenter of academic paper at  
Academy for Legal Studies in  
Business Annual Conference*

≈ 2000 ≈

*Lt. Robert Merton Rawlins  
Merit Award*

*Dean's Honor list for College of  
Business since the fall 1999 and  
College of Behavioral and Social  
Sciences since spring 2000*

≈ Honor Societies ≈

*Beta Gamma Sigma*

*Golden Key*

*Phi Kappa Phi*

## Outstanding Student

# Cheryl Gadow

## The Sky is the Limit

by Lauren Wright


“Before you take the advice of your friends about what professors to take because they’re easy, really think about it,” said Cheryl Gadow, 2002 CSU, Chico graduate. “Decide based on other criteria, like how much you are likely to learn and whether the class material will be helpful to you in the future.”

Gadow has always viewed herself as an individual who likes to have a plan and a direction for the future. Her ambition and foresight led her to a double major in human resources management and economics. Gadow earned her degree magna cum laude. She also received numerous academic awards based on her leadership ability, outstanding scholastic achievements, and devotion to community service.

Gadow decided that a double major in business and economics would give her the greatest career flexibility. She chose international economics because it gave her “a macro-level perspective on economic and business issues, as well as an appreciation for global issues and challenges of diverse workforces,” she explained. Gadow chose human resources management because of “its emphasis on management basics and the human side of business.”

Gadow considered many career opportunities, but Franklin Templeton, a global financial investment company in Rancho Cordova, California, quickly hired her based on her broad education, stellar achievements, and her interest in the company’s global scope. Gadow initially became interested in Franklin Templeton when a recruiter spoke to the human resources management student organization. She was impressed with the company’s Futures Program, which is a comprehensive training for new recruits. Cheryl is now in the two-year Futures training program and would eventually like to have a position in human resources.

Gadow learned the value of motivation and self-esteem from her grandparents. Because her mother died when Gadow was six, her grandparents raised her. As a college student, she opted to live with her grandparents in Bangor, commuting each day to Chico State. Gadow is grateful for the love, discipline, and high expectations she experienced in her grandparent’s home.

With a great education, endless ambition, and a strong foundation provided by a loving family, the sky is the limit for Cheryl Gadow. The best part is that she knows it. 

*Dr. Lauren Wright is a professor of marketing at CSU, Chico.*



Cheryl Gadow

Photo courtesy Cheryl Gadow



# Dijana Fazlic Against the Odds

by Kathleen McPartland

Dijana Fazlic, a senior accounting major, received the 2002 William R. Hearst/CSU Trustees' Award for Outstanding Achievement. Fazlic is one of six students in the California State University system to receive the award. The trustees' award provides \$3,000 of financial support to students who show superior academic performance, community service, and personal accomplishments.


Fazlic is a double major in German and business administration with an option in accounting. Fazlic, who left Bosnia for Germany a decade ago, moved to the United States in 1996 with her mother, another family member, and son, who is now seven years old. She became a U.S. citizen in September 2001.

Fazlic has excelled academically while supporting her son and other family members and volunteering for Habitat for Humanity. Pamela Easterly, the organization's Chico area president, described her as "one of the most dedicated volunteers our organization has ever experienced." Fazlic moved into a new Habitat for Humanity home this summer.

Her volunteer experience also includes working with the Red Cross, serving on the Associated Students Children's Center Board of Directors, and serving on the Re-Entry Student Council. In addition, she teaches German to elementary school children.

Fazlic's achievements, highly significant in themselves, become even more so given her physical disability, which is the result of childhood poliomyelitis. During the last 15 years, she has had multiple surgeries on her feet, and still must "weigh every step," as she says.

She plans to continue her studies, working toward a Ph.D. in business, and eventually become a teacher. "I want to be a member of society in such a way that my

work is not only beneficial to my son and me, but contributes to society as a whole," said Fazlic. 

Kathleen McPartland, CSU, Chico Public Affairs and Publications, is the editor of Inside Chico State.



Dijana Fazlic and son, Armin

Photo courtesy Dijana Fazlic

## Achievements

≈ 2002-2003 ≈

*Richard and Edith Kingdon  
Scholarship*

*Alumni Outstanding Accounting  
Student Award*

*William R. Hearst/CSU  
Trustee Award*

≈ 2001-2002 ≈

*Richard and Edith  
Kingdon Scholarship*

≈ 2000-2001 ≈

*David Ware Re-Entry  
Scholarship*

*Business Advisory Board  
Scholarship*

≈ 1999-2000 ≈

*Edward C. Gerhardt Scholarship*

≈ Honor Societies ≈

*Beta Gamma Sigma*

*Golden Key*

*Phi Kappa Phi*

*I was always interested in constant learning but did not have a chance at home as I have here. My physical disability, war in my country, being a refugee and having my son convinced me that learning and an open mind are the keys to success. I dare to hope that I may make a difference in peoples' lives. I hope that doing all these things and more is a good example for my son. I take as my priority to teach him how valuable education is. Also, I would like him to know that anything can be done if you put your mind and effort into it. No disability nor war can limit your aspirations. — Dijana Fazlic*

# DISTINGUISHED ALUMNUS

## A Conversation with Brian Strom

B.S., Accounting, 1969

*Brian Strom is president and CEO of SureWest Communications in Roseville, California. Strom was selected as the 2002 Sacramento Metro Chamber of Commerce Businessperson of the Year and as the 2001 Roseville Chamber of Commerce Businessperson of the Year. He serves as vice chairman of the United States Telecom Association and chairman of the California Telephone Association, and is active in numerous community organizations. Strom graduated from CSU, Chico in 1969 with a degree in accounting.*

*LINK: Please tell our readers about SureWest Communications.*

SureWest Communications provides a wide range of advanced communications products and services in the Sacramento metropolitan region, including broadband, wireless, long distance, directories, and Internet. SureWest Communications is parent to Roseville Telephone Company, California's third-largest incumbent local exchange carrier.

*LINK: Brian, describe for our readers how your management style has changed in the face of deregulation.*

As SureWest Communications has grown and evolved, I have tried to develop and nurture our internal communications systems to ensure that all company employees are informed about where the company is going. Since SureWest Communications has recently entered a new and

very competitive arena with our CLEC (Competitive Local Exchange Carrier), I believe the support of our employees is more important than ever as we strive to carve out our niche in the marketplace. I've also worked hard to keep the company unified, especially as we've continued to add subsidiaries to our core business, Roseville Telephone Company. To do that, we hold weekly meetings with our senior managers from all business units to ensure that everyone is abreast of what's going on company-wide. We also hold an annual 10K meeting and quarterly 10Q meetings with all employees to keep them in the loop about how we're doing financially and strategically. I have always believed our employees are one of our strongest assets and that keeping them informed about company news is a number one priority.

*LINK: The telecom industry has fallen on hard times. What are some of the differences that enabled SureWest to avoid the downdraft in this telecom market?*

At least three factors have hurt telecoms in the past couple of years: too much debt, pricing pressure, and lower than expected demand. SureWest Communications has worked to learn from other's mistakes and avoid the pitfalls. We currently have very little debt—the lowest of any telecom in our peer group. SureWest Communications has also adopted a diversified and layered business model that provides a strong, stable foundation for the safe and sustained growth of all of our business units. As a result, our cash flows remain strong and positive. We're a bit unusual in the telecom group right now—a growing, profitable company with widening margins.

*LINK: What is the most critical success factor that will influence the growth of SureWest?*

Two factors are equally critical. One is leveraging synergies. We must leverage our network architecture and other synergies across the organization to benefit each unit. And two is making smart acquisitions. SureWest Communications must take advantage of the collapse of the competitive market.



Photo courtesy Brian Strom

Doris and Brian Strom at the American Quarter Horse Association World Show

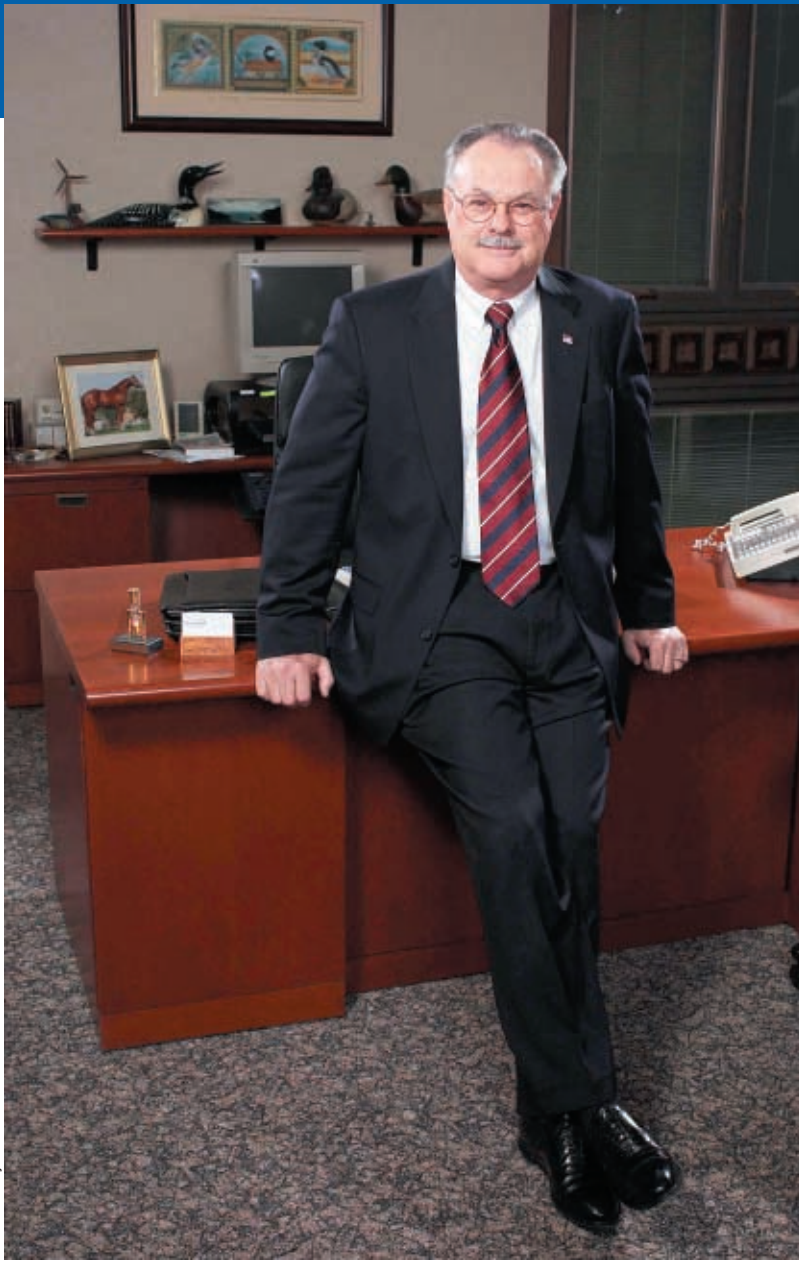


Photo courtesy Brian Strom

*LINK: How do you motivate, evaluate and reward the people making up your company?*

I have found over the years that employees are effective ambassadors for taking the company's message into the community. We want our employees to feel proud of the company they work for and proud of the part they play in the company's success. One of the ways we recognize and reward employees who have gone above and beyond the call of duty is by holding quarterly and annual employee awards ceremonies. Awards are presented to employees whose dedication, commitment and willingness to go the extra mile

have helped make our company what it is today. The awards are presented by the company's vice presidents, which sends a message to employees that the senior management team is accessible.


*LINK: It has been more than 30 years since you completed your degree at CSU, Chico. Looking back, what are the dominant decisions or events that helped your career progress from staff accountant to CEO?*

Listening to and learning from a wide range of friends and advisors has been invaluable. Counsel during the recruiting process from Professor Harry Jefferson and Floyd Mulkey, a local CPA for whom I worked while at Chico State, directed me to the training development at a "Big 8" CPA firm. Once at Arthur Young, it was the mentoring from a number of partners, such as Frank O'Brien and Dave Pearson, who encouraged me to keep setting higher goals. It was also important to learn how to balance the oftentimes competing family and professional demands by talking with my wife, Doris. In addition, I learned a lot from working directly with my clients' CEOs, such as Roseville Telephone Company Chairman and President, Bob Doyle, who later asked me to join his company.

*LINK: What courses at CSU, Chico helped you most through your early career?*

Accounting courses certainly helped in my first career, but also the math, statistics, logic and problem-solving courses continue to provide valuable tools.

*LINK: Finally, what advice do you give to students studying for a career in business?*

Set goals, stay focused, be determined to succeed and, more than ever, have high ethical standards. 

# Invest in Their Future



Photo: Jeff Teeter

**Dalen Chiang, Ph.D.**  
Dean, College of Business

Dear Alumni and Friends of the College of Business,

I'd like to offer you a job. It's not a permanent job. And it isn't a paying job. In fact, it will cost you money. It is one of the most important jobs in our society. The job is to support the education of the students who are following in your footsteps. I am asking you to consider the job of philanthropy. You can excel in this job by using the attached envelope to make a gift of any amount that is appropriate for you.

When you read the articles in this issue, you can be proud of your alma mater and its current students who are striving to reach for excellence. They have distinguished themselves and, in an indirect way, you as well. Joe Martin, a marketing major, took second place in the international *Wall Street Journal* competition. Jill Zinke, president of Students in Free Enterprise, led a group of her classmates to Botswana to teach entrepreneurs how to turn their business plans into profit ventures. These and other students who have competed for national honors earned recognition for themselves and the College of Business.

For those of you residing in California—and that is most of our alums—you are probably aware that the state's budget is in bad shape. Inevitably, this will negatively impact the funding of higher education. The College of Business has proposed a partial solution that asks students to pay \$100 extra each semester to weather the fiscal storm we are forecasting. The revenue collected will be used to pay for educational costs not funded by the state, such as software that students are expected to know upon graduation. Students will vote on this referendum in March 2003. They have come to my office to tell me they are concerned about the budget and its impact on the quality of their degree. Business students perceive the fee as an investment in their future that they are quite willing to make.

You can invest in their future as well. Your tax-deductible gift to the College of Business will help pay for additional qualified professors, improved computer labs, increased job placement assistance, and innovative, forward-looking curricula. I urge you to join the many business alumni who feel pride and satisfaction by helping today's students. Your gift of any amount is profoundly appreciated.

Thank you.

A handwritten signature in black ink that reads "Dalen Chiang". The signature is written in a cursive, flowing style.

# Dean's List Awardees

*Dean's List is an alumni group supporting the College of Business in its quest to offer the best business and technology curriculum. Alumni on the Dean's List roster are taking a leadership role in helping students acquire impressive skills. The Dean's List funds perpetuate the tradition of excellence.*

The College of Business is pleased to offer four Dean's List Housing Awards. Four outstanding high school seniors were recruited to the College with these awards. They live in the Business Resource Theme House, located in Konkow Hall, for the 2002-2003 academic year.

The College thanks our Dean's List contributors for making these awards possible.



Siobhan Egan

**Siobhan Egan** graduated from Bear River High School in Grass Valley, California, with a 3.75 GPA and a 1210 on her SAT. She is pursuing a degree in business administration. Siobhan enjoys writing, music, and people. "I would like to combine my interests and my future business degree to own my own business."



Andre Grant

**Andre Dwayne Grant Jr.** is an 18-year-old from Rialto, California. He graduated from Eisenhower High School with a 3.4 GPA. Andre enjoys playing basketball, golf, and his saxophone. During his junior and senior years, he interned for a California congressman. Andre is interested in business and politics. "It is an honor to be awarded a Dean's List grant to room at the College of Business theme house."

**Steven Russell Long** is an 18-year-old from Redding, California. He graduated from Anderson Union High School with a 3.3 GPA. "I chose Chico State not only because it is close to family and friends, but also because the College of Business approached me with an offer that helped me afford an education. I never knew there were such generous people to help you out in time of need."



Steven Long

**Taylor Heringer** graduated from Santa Ynez Valley Union High School with a 3.96 GPA. She played soccer and was a cheerleader. Last summer, Taylor traveled to Costa Rica on a mission trip with her church. "I plan to major in marketing. I love Chico and I am pleased with my decision to attend Chico State."



Taylor Heringer



Konkow Hall, residence for freshman business students

Photos: Jeff Teeter

Photo: Cheryl Hawkins

# Hewlett-Packard Diversity Grant



2002 Winner of the Hewlett-Packard High-Tech Diversity Award Grant

invent by Greg Yatman

The College of Business received the Hewlett-Packard High-Tech Diversity Award from HP Invent for the college's dedication in serving under-represented students. The \$41,000 award was given to the Business Resource Center (BRC) in recognition of four years of student service.

"This award, besides being a generous amount, really helped to reenergize the college's diversity efforts," said Gary McMahon, director of student services for the College of Business. "We've had a lot success in retaining our under-represented students over the past four years. National recognition from a company like HP Invent inspires us to raise our standards, to do an even better job in sharing the opportunities that a business education provides."

The BRC was created in 1998 under the leadership of then dean Arno Rethans. Rethans recognized the need to provide recruiters with a diverse applicant pool. He also saw a need to give business students opportunities to learn to work in a multicultural environment. The BRC quickly expanded under the leadership of 13 students serving on its board of directors. The group was awarded the BRC Theme House through University Housing in 1999, where first-time business freshmen live in a true learning community.

The BRC has coordinated community service projects with



Student board of directors, Business Resource Center

Photo: Jeff Teeter

other student organizations, including Students in Free Enterprise, the Marketing Association, the Accounting Society and Beta Alpha Psi, the Finance Club, Human Resource Management Association, Delta Sigma Pi, and Phi Chi Theta. Over the past three years, the Make-A-Wish concert series has contributed about \$10,000 to children with life-threatening illnesses.

The number of American Indian, African American, Hispanic, and

Pacific Islanders enrolled in the College of Business has increased from 265 in 1997 to 482 in 2001. "We are an evolving program, but we're built upon a foundation of community service, ethical behavior, and academic achievement," said McMahon.

Bess Stevens is the vice president of corporate philanthropy for HP Invent. "We chose the BRC because its grant proposal promised a high-impact result," Stevens said.

"We are fortunate to have great students and great corporate partners in the college. HP Invent, ChevronTexaco, Pacific Gas & Electric, and Pepsi-Cola have all made significant contributions to BRC. There is a positive return on their kindness," said McMahon. "More and more students understand the significant opportunities that exist with a degree in business from Chico State."

"More and more students understand the significant opportunities that exist with a degree in business from Chico State."

## Meet our New Faculty

**James Sager** comes to Chico from the University of Colorado at Boulder with a newly minted Ph.D. (2002) in Information Systems. Over the course



of a 20-year industry career, Jim held a variety of software engineering and information systems management positions, including software engineering manager for a

robotic systems integration company and MIS manager for a leading disk drive manufacturer.

**Stan Gardiner** (Ph.D., Business Administration) is professor of Operations Management and Management Information Systems, SAP Scholar for



Production Planning, and former director of the SAP University Alliance at Auburn University in Alabama. His research and teaching interests include production planning and

control, business performance measurement, and the theory of constraints.

**Lorraine Gardiner** (Ph.D., Business Administration) comes to Chico from Auburn University in Alabama. Dr. Gardiner's specialties are quantitative methodologies applicable to



business problems and information technology. She has published numerous articles in the field of management science; her most recent work deals

with technology acceptance and decision support systems for employee selection. Dr. Gardiner has received numerous awards for excellence in teaching.

# Kizirian Awarded Craig and Joan Young Fellowship

by Greg Yatman

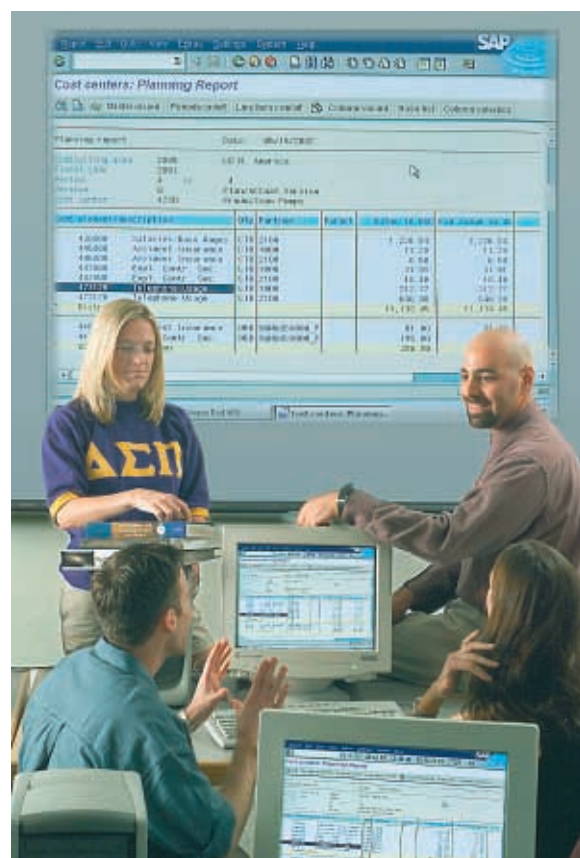
“Given the current events in accounting, this is an exciting time to be an accounting undergraduate at Chico,” said CSU, Chico accounting Professor Tim Kizirian. “Our accounting information system (AIS) students have a strong accounting base, as well as essential accounting software skills.”

Kizirian prepares his courses to teach students vital accounting skills and current issues directly related to accounting, such as whether auditors consider the risk of management fraud and whether management advisory dollars bias the independent auditor's objectivity. While accounting majors nationally receive the most on-campus job offers, today's certified public accountants need more than the traditional book-knowledge skills of the past. Companies need accountants who understand systems implementation and development techniques, as well as internal controls. By using cutting-edge, hands-on ERP projects, the AIS track instills a strong information systems mindset in the accounting classroom.

Kizirian was recently awarded the Craig and Joan Young Fellowship. “The Craig and Joan Young Fellowship is a wonderful resource that allows me to focus on my research,” said Kizirian. “I am working with companies who recruit at Chico State to put together an Accounting Information Systems Advisory Board comprised of accounting and technology supporters to provide curricular guidance and direction. This will expose our students to cutting-edge projects and prepare them for successful careers in accounting.” Kizirian is also working with Hewlett-Packard to develop a CSU, Chico-based SAP AIS internship program.

Kizirian received his Ph.D. in accounting from the University of Arizona. He brings prior accounting experience into the classroom from time spent as a certified public accountant with Ernst and Young. In addition to conducting information technology audits for biotech and high-tech clients, he assisted in the development of systems to improve audit quality.

“Our undergraduate AIS students are undoubtedly well prepared for today's job market,” said Kizirian. “And our accounting information system interns will assimilate quickly into successful AIS careers.”



Tim Kizirian, right, with business students

Photo: Jeff Teeter



# Managing the Future Corporate America

Leaders must have the ability to manage complex systems

by Jeff Trailer

Accelerating economic, technological, social, and environmental change challenges managers and policy makers to learn at increasing rates, while at the same time the complexity of the systems in which we live is growing. To manage effectively, business executives must better understand the interrelationships between components of complex systems. A corporation is a good example of a complex system. It has numerous departments and processes. What might be good for one department may work to the detriment of another and weaken the financial performance of the whole company. All too often, the policies we implement to solve problems fail, make the problem worse, or create new problems. In the high tech world, some sales departments were so aggressive in selling the next new product release that the production arm of the company could not keep pace. Customer expectations were not met and profitability suffered.

Effective decision making in a world of growing complexity requires one to become a *systems thinker*: one who is cognizant of the system interrelationships in any problem-solving situation. Managers will be expected to better understand how the structure of complex systems impacts performance.

## SYSTEMS THINKING AND SYSTEM DYNAMICS

System dynamics applied to corporate systems is a simulation model that focuses on internal structures and operating policies, including those of customers, competitors, and suppliers. By quantifying the interrelationships, a computer-based model can improve the understanding of how policies and organization structure can affect results.

The field developed initially from the work of Professor Jay W. Forrester, at the Sloan School of Management, M.I.T. In the early 1960s, he began applying what he had learned about systems during his work in electrical engineering to every day kinds of systems. What makes using system dynamics different from other approaches to studying complex systems is the use of feedback loops. Stocks and flows help describe how a system is connected by feedback loops that create the non-linearity found so frequently in modern day problems. Computer software is used to simulate a system dynamics model of the situation being studied. Running "what if" simulations to test certain policies on such a model can greatly aid in understanding how the system changes over time. The health system of the U.S. is a candidate for how system dynamics models can explain and predict the effects of new national policies of Medicare, provider reimbursement, subsidization of insurance, and other changes we witness. Similarly, corporate planners may use system dynamics to better understand how the world's migrat-

ing population to coastal warmer climates may impact demand for their products, or what new spending patterns will be practiced by consumers. Leading companies have applied system dynamics:

- SAP incorporates System Dynamics modeling as part of its Strategic Enterprise Management functionality.
- GM's OnStar System division was designed with the aid of System Dynamics modeling.
- HP uses System Dynamics modeling as an aid to strategic decision making.

## SYSTEM DYNAMICS IN THE BUSINESS SCHOOL

For our students to have impact in the real world, they must learn how to develop and implement models of human behavior in organizations, with all their ambiguity, time pressure, personalities, and politics. I am currently in the process of integrating systems thinking as a theme throughout all of my courses. Our students have already begun to work with causal loop diagrams and existing system dynamics models, to test effectiveness of alternative management policies.

A consumer product distribution simulation was developed by M.I.T. professor John Sterman to introduce students, managers, and executives to concepts of system dynamics. The purpose of the game is to illustrate the key principle of "structure produces behavior." Players experience the pressures of playing a role in a complex system and can see long-range effects of various decisions. Each player participates as a member of a team that must meet its customers' demands. The object of the game is to minimize the total cost for your team. In the structured debriefing that follows it, the game illustrates a number of insights about management systems that generalize well beyond inventory levels.

*Dr. Jeff Trailer is a professor of management at CSU, Chico.*

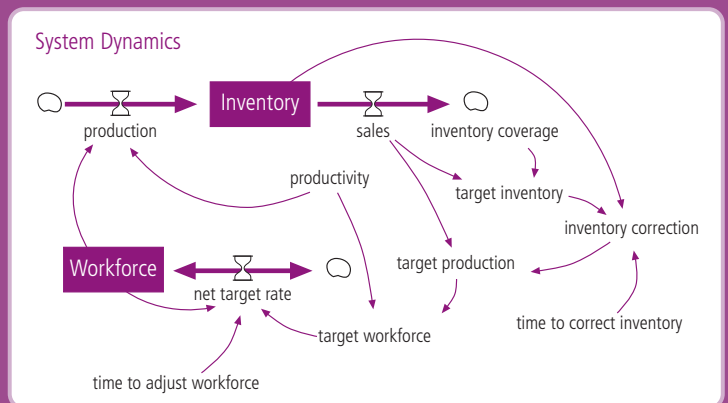




Photo: Jeff Teeter



# Have Retirement Plans Become Retirement Dreams?

## Has the bear market clawed away at your portfolio?

by George Troughton

Friends of Pete and Mary Potter say they are a lucky couple. Why? Because they are 44 years old and their two children have just graduated from college. Even better, the kids found good jobs and are on their own. Pete graduated from CSU, Chico in the early '80s with a finance degree. Mary, also a Chico alum, devotes her time and energy to local charities. Pete began his career by joining a small medical device company in the San Francisco area, receiving stock options. The company went public in the mid-1990s and Pete put the company's stock in his 401k plan. He stayed in touch with his former finance professor, who strongly recommended he diversify his 401k portfolio into mutual funds consisting of 80 percent S&P 500 Index and 20 percent in bonds.

By March of 2000, Pete, now at age 45, has a salary of about \$200,000 pretax. His 401k was worth about \$1 million. He and Mary are planning for retirement when Pete reaches age 55. He constructed a retirement spreadsheet making the following assumptions: a retirement living budget in pretax dollars: \$90,000; inflation 3 percent annually; and rate of return on investment averaging 8 percent annually. His analysis led him to the conclusion that retiring at age 55 was feasible with one catch: his annual contribution to his

retirement accounts (employee and company match combined) must be \$70,000 for each of the next 10 years. Pete and Mary saw \$70,000 savings per year as an attainable goal. Their plans were final, or so they thought.

In April 2000, the stock market began a decline that ranks second only to the great depression of the 1930s. In the two-and-one-half years since the start of the bear market, Pete's 401k portfolio declined substantially. Pete and Mary wonder what impact the bear market will make on their retirement plans.

It is now September 2002. Pete, at age 47, is still employed by the medical device company and his salary is still in the neighborhood of \$200,000. Unfortunately, the value of his 401k dropped to \$600,000, despite the additional contributions to his 401k account. Pete can take some comfort in the fact that he diversified his portfolio. The drop in his company's stock was much worse, even though the company is financially solid.

Pete reran his spreadsheet using the same assumption as above. He was shocked to learn that to retire at 55 as originally planned, his annual contributions to his retirement must be \$164,000 for the next 8 years, not \$70,000! Both he and Mary felt they could not save the extra \$94,000 each year.

Pete and Mary have two alternatives: (1) plan to live on less during retirement or (2) postpone retirement. Pete likes working for his company so he changed his assumed retirement age to 59, five years later than originally planned. As shown in the table, retirement at age 59 would require about \$70,000 of combined annual savings. The Potters have peace of mind and a solid retirement plan, although they wish their dreams of an earlier retirement were still a reality.

The most crucial assumption in Pete's analysis is the 8 percent return on their portfolio compounded over the next 18 years. Is 8 percent realistic in the light of recent market performance? Pete's research of the personal finance section of *The Wall Street Journal* and leading books on the subject (*Stocks for the Long Run* by Jeremy Siegel, for example) and found that an 8 percent rate of return assumption is the consensus forecast for a diversified portfolio coming out of the great bear market of 2000-2002.

If you would like to see the detailed analysis behind Dr. Troughton's analysis, contact Dr. Lee Pryor, development director, [lpryor@csuchico.edu](mailto:lpryor@csuchico.edu) or 530-898-4255.

*Dr. George Troughton is a professor of finance at CSU, Chico.*

The Potters' Three Alternatives				
	Retirement Age	Retirement Income (before taxes)	Portfolio Value	Required Savings Until Retirement
Original plan	55	\$90,000	\$1,000,000	\$70,000
Save more each year	55	\$90,000	\$600,000	\$184,000
Retire on less income	55	\$55,500	\$600,000	\$70,000
Postpone retirement	59	\$90,000	\$600,000	\$70,000

= the effect under each alternative

# SAP Launches SMART Project

by Ray Boykin



L-R: Jim Connolly, Amelia Maurizio, Kent Sandoe, and Ray Boykin receiving SAP Curriculum Competency plaque.

It has been seven years since the College of Business began a partnership with SAP AG to engage in research on how to improve management theory using SAP's R3 technology. The most recent development occurred last summer. The College of Business hosted a week of curriculum workshops to disseminate teaching and research materials developed by our faculty. More than 50 professors from more than 30 universities attended the workshop. Professors planning to integrate SAP into their curricular plans saw how business students at CSU, Chico are exposed to the integration of finance, production, sales management, and logistics in a cross-functional organizational design. The workshops were sponsored by the College of Business and SAP AG, a German company that is the world's leading producer of enterprise management software.

Based on CSU, Chico's faculty leadership with the integration of ERP systems, specifically SAP R3 into the business curriculum, the College of Business is one of five universities selected by SAP to participate in the SAP SMART (simulated marketplace for advanced research and teaching) project. This project will create a simulated economic environment where universities are able to deliver a world-class, technology-enabled education using mySAP.com e-business applications as core teaching tools. However, instructors find that there are limited books and teaching cases. The SMART project addresses this shortage by providing teaching materials that can be used in information systems, business, and engineering.

The SAP SMART project will develop and test a simulated marketplace that connects five schools and their students in a virtual industry located on four continents. Students will be exposed to three core concepts: demand, development, and decisions. They will experience first hand the impacts of demand on all facets of the organization through case exercises. The proposed system will emulate a worldwide economy from the viewpoints of all levels of management. Included in the supply chain environment are a manufacturer, a supplier, a retailer, and customers. The project will allow students to test their decision-making skills at both the tactical and strategic management levels.

This project is being funded by SAP AG; total funding will approach \$1 million. SAP AG has provided extensive software and financial support to the College of Business. The Chico SAP SMART team includes College of Business faculty Neelam Bahl, Ray Boykin, Gail Corbitt, and Gene Edinger. Other support from SAP has come in the form of faculty fellowships awarded to professors Ray Boykin, Jim Connolly, and Kent Sandoe. Accenture, Bristol-Myers Squibb Co., Chevron, Healthnet, Hewlett-Packard, and NEC are among the companies that have supported the effort to create a cross-functional curriculum for business students.

For information, contact Ray Boykin, 530-898-5895.

*Dr. Ray Boykin is professor of production, operation management and directs the SAP project at CSU, Chico.*

Students will be exposed to three underlying core concepts: demand, development, and decisions.

# Elwood Named Chairman of Business Advisory Board



Photos courtesy Dwayne Elwood

“The experience and input of the executives who serve our Board are crucial in assisting us in achieving our mission to ‘...serve California by preparing our graduates to meet the global business challenges of the 21st century’. We rely on our Board members to assist us in identifying the current business issues and trends impacting education and the exit skills needed by our students.”

– Dean Dalen Chiang

The College of Business welcomes Dwayne Elwood as chairman of the Business Advisory Board (BAB). Elwood has served on the board for the last three years. He brings 25 years of strategic planning and operational experience in pharmaceutical sales and marketing. He has held executive positions at Johnson and Johnson, Coulter Pharmaceuticals, and Bristol Myers Squibb.

“I see the Business Advisory Board as another set of eyes for the College of Business. I hope that we can provide a different perspective that will yield meaningful suggestions, support, and direction for the administration and faculty,” Elwood said. “I encourage the college to continue the battle for excellence. It’s one thing to search for excellence, but even better is to accomplish it. Perseverance is an underrated quality, but it is present in any success story.”

The BAB meets at different northern California locations three times a year: the San Francisco Bay Area, Sacramento, and on campus for the spring meeting. Most of the board’s 30 members are CSU, Chico business alumni who have risen to upper management. The board has been active in initiating projects that improve student learning experiences, such as the Executive Lecture Series, as well as assisting the College of Business in its fund-raising efforts. 🚀

## Kenton Ashworth: National Pride

by Capt. David L. Thompson

Ken Ashworth stands before a group of soldiers on June 14, 2002 and briefly reflects on the last two years as their commanding officer. Then, with the strike of cannon fire, he leads his 3,000 soldiers on a four-mile run celebrating the Army's 227th birthday.

Ashworth, a colonel in the United States Army, has been a transportation corps officer since graduating from CSU, Chico in 1977 with a B.S. in marketing. Ashworth was a Distinguished Military Graduate in the Reserve Officers' Training Corps.

"The one thing that has kept me on active duty are people who decide they want to serve their country as soldiers," says Ashworth. "Well-trained, well-educated, and well-led soldiers keep America a free country and it is the soldier who we as leaders are proud of."

Ashworth has served in areas ranging from Germany to Panama to Kuwait to California, and, finally, to the largest Army installation in the world—Fort Hood, Texas. In July, he relinquished command of the 1st Cavalry Division's Division Support Command and became the senior logistics officer for the 3rd Armored Corps at Fort Hood.

Logistics is nothing new to Ashworth. During the last 25 years, he has done everything from managing maintenance to deploying a 15,000-soldier division from Germany to southwest Asia during Operation Desert Shield, to supervising combat service support redesign and experimentation.

"Logisticians provide the bullets, fuel, food, medical support, repair parts, equipment maintenance and more to the maneuver units," explains Ashworth. "Without the logistics support, the maneuver leaders cannot accomplish their mission."

In response to the September 11 attack on the United States, thousands of soldiers in the Army were deployed to the Middle East. Several hundred of Ashworth's soldiers were given little notice, but were successfully deployed to the Kuwaiti border for four months to deter possible attacks from Iraq.

"It is absolutely humbling to be an active duty service member after "9-11" as this incident has galvanized our country in patriotism and service to our nation," says Ashworth.



Aaron, Gale, Julie and Ken Ashworth

Ashworth and his wife,

Gale ('78, B.S., Dietetics and Food Administration), met at CSU, Chico. The couple visited the campus in 2001 to move their daughter, Julie, into a residence hall. "It is amazing how not only the town but the college has grown and improved," Ashworth says.

*Capt. David L. Thompson is a student at the U.S. Army's Combined Logistics Captains' Career Course at Fort Lee, Virginia.*

## WSU Names Chico State Alum Dean of Business and Economics

by Greg Yatman

Len Jessup ('83, BADM; '85, MBA) became the new dean of Washington State University's College of Business and Economics this summer. Jessup's selection was made after a six-month, nationwide search for an individual able to move the college to new levels of excellence. He has been at WSU since June 2000, when he was hired as the assistant director of the School of Accounting, Information Systems, and Business Law.



"We're in the midst of AACSD reaccreditation and this is helping us to focus, improve, and ultimately achieve our goal of moving the college to the next level," Jessup says. Under Jessup's leadership, the WSU MIS program has been benchmarked as a leader in the Northwest in several categories, including faculty research productivity and curriculum quality.

Jessup is working with WSU graduate and undergraduate students to develop an innovative teaching and learning experience: a wireless classroom. "Innovation and information technology are an integral part of what we do, and they will continue to be critical to the success of the college and our students," Jessup says.

Jessup earned his Ph.D. in management and organizational behavior, with a minor in MIS, from the University of Arizona-Tucson in 1989. Working as a researcher, Jessup concentrated on groupware, wireless collaboration, electronic commerce, and technology-supported learning and decision-making.

"The thing I value most about CSU, Chico was that it gave me the preparation that I needed, and helped me to build the confidence I needed to then take on the Ph.D. program down at the University of Arizona," Jessup noted. "I needed the first rate education, the personal mentoring, the social network, and the small class sizes that Chico offers."

**1960s**

**Thomas J. Dunnigan, 1962, Accounting**, lives in Sacramento where he works for S.J. Gallina & Co. LLP. Thomas is semi-retired.

**Barton G. Tretheway, 1968, Financial Management**, is founder and managing director of Rubicon Solutions Group, LLC. Barton is an adjunct professor at the University of Chicago Graduate School of Business, where he teaches service marketing and new products/services development classes. He has helped non-profit organizations in strategic planning, management, and development for 22 years. Barton lives in Chicago.

**1970s**

**Joseph L. Anderson, 1970, MBA**, retired after 25 years of service with Horton Enterprises of Chico, but found retirement unfulfilling. Joseph is a utility craftsworker with the Department of Water Resources in Sutter, CA.

**Carole Camp Aus, 1971, MBA**, founded a CPA practice in Chico and later in Lahaina, HI. Carole is retired and lives in Hawaii.

**Jim Fitzpatrick, 1972, Business Administration**, and **Bill Horn, 1973, Electrical Engineering**, are equal partners in Sequoia Floral International, celebrating 26 years in the floral industry this year. Jim and Bill employ 35 people, and have been listed in the *Sonoma Business* magazine as one of the top 500 businesses in Sonoma County every year since the list's inception, for over 15 years. Visit their web site, [www.sequoiafloral.com](http://www.sequoiafloral.com).

**Chuck Seufferlein, 1974, Marketing**, is president and CEO of Cornish & Carey Commercial Oncor International in Santa Clara. Oncor International, based in Washington, D.C., recently named Chuck to its national board of directors. Chuck has worked in commercial real estate in the Silicon Valley for the past 27 years. He received his MBA from Santa Clara University. Chuck's wife, **Sylvia, 1975, Social Work**, is also an alum.

**Tom Courbat, 1976, MBA**, feels healthy despite being diagnosed last September with multiple myeloma (a rare blood/bone marrow cancer which has no known cure). Tom is considering stem cell harvest and transplant.

**Darryl Schoen, 1977, Finance**, is president of Manufacturers Financing Services in Santa Fe Springs, CA. Darryl lives in Coto de Casa, CA.

**1980s**

**Mark T. Brown, 1980, Finance**, works for IBM as the San Jose site controller. Mark is responsible for all of San Jose site financials, including resources, spending capital, product costs, and inventory.

**Craig Watson, 1980, Management**, is the treasurer for Woodfin Suite Hotels, a hotel property and management company. Craig is

married with three children and has lived in San Diego for the past 12 years.

**Randy Bernard, 1981, Electrical Engineering; 1999, MBA**, is vice president of engineering/business development for Schriener Engineering, Inc. He lives in Ridgecrest, CA.

**David Chritton, 1981, Marketing**, is president of Microbiz Security Company in San Francisco. David's daughter, Heather, attends CSU, Chico. The Chrittons live in Walnut Creek, CA.

**Geoff C. Olsen, 1981, Marketing**, resigned from Signature Properties, Inc. after 17 years and established GCO Construction, a general contracting company. He lives in Pleasanton, CA.

**Sue K. Tofflemire, 1985, Accounting; 1997, MBA**, is employed as fiscal manager for the Superior California Economic Development District in Redding, CA.

**John Pearson, 1986, Finance**, has been employed with Associated Securities as an independent financial planner for 15 years. John and his wife have two boys in college, and twin girls in the sixth grade. They live in Cloverdale, CA.

**George M. Victorine, 1986, Marketing**, was recently promoted to northwest district sales manager for Fleetwood Motor Homes. George and his wife **Kimberli (Johnson) Victorine, 1985, Financial Management**, have two children, Steffen, 6, and Evan, 2. Kimberli is a stockbroker with AG Edwards. They recently moved back to Chico.

**Luis Brandi, 1988, Marketing; 1991, MBA**, purchased the old Tall Pines Golf Course in Paradise, CA and renamed it Lava Creek. Luis and a small partnership group he organized own and operate the course. Luis lives in Chico.

**Jeff Hotchkiss, 1988, Business Administration**, is employed at Coastal Web Online in Sacramento as the director of business development. Jeff earned an MBA from CSU Sacramento in 2000.

**1990s**

**Scott T. Huntington, 1990, Marketing**, is vice president and senior loan officer at Horizon Mortgage in Tacoma, WA. Scott and his wife, **Rochelle (McGee) Huntington, 1991, Nursing**, live with their two children, Kelsey, 7, and Brooke, 4, in Lakewood, WA. They are expecting a baby boy this October. Rochelle works as a certified diabetes educator and insulin pump trainer for Tacoma General Hospital.

**Robert Griffin, 1991, Management**, is an assistant principal in the Santa Clara Unified School District and lives in San Jose, CA.

**Lynn Bruneau Tierney, 1991, Accounting**, married Brad Tierney on Oct. 5. Brad is a graduate from the University of Texas at Austin

and operates his own business selling collectible movie posters (simivalleyguy on e-Bay.) Lynn is the CFO for a custom framing company in Van Nuys, CA.

**Ed Meda, 1992, Management; 1994, MBA**, was a lecturer at CSU, Chico until fall of 1995. Ed is senior consultant for KPMG Consulting in Irving, TX.

**Lisa M. Berg, 1993, Business Administration; 1995, MBA**, successfully grew her small consulting and executive coaching business that she started in Sonoma County in 1995. Lisa taught for the University of Phoenix and CSU, Sonoma and graduated from the Coaches Training Institute. Lisa is self-employed by her pilot program that coaches non-profit executive directors how to reduce burnout. Lisa lives in Santa Rosa.

**Farhang "Jamie" Hashemi, Business Administration, 1993**, is assistant manager of sales at Wittmeier Ford in Chico. Jamie moved to back to Chico with his wife, **Sarah (Thouvenel) Hashemi, Social Work, 1994**, and their two sons in spring of 1999. The Hashemis are expecting a third child.

**Paula B. Altman, 1996, Accounting**, works as a CPA at Chipman & Renfrow Accountancy Corporation in Yuba City, CA.

**Shannon M. Harelson, 1997, International Relations; MBA, 1999**, is the ensign/assistant operations officer in the U.S. Coast Guard aboard the USCGC Hamilton, based in San Diego, CA.

**Sheree (MacDowell) Paloutzian, 1998, MBA**, is a senior territory business manager for Bristol-Myers Squibb and lives in Redding, CA.

**Michael Wiseman, 1998, Marketing**, is a major account manager for Cisco Systems and lives in Granite Bay, CA.

**2000s**

**Daniel C. Ferrere, 2000, MBA**, joined GAF Materials Corporation in March of 2000 as the accounting manager of the Michigan City start-up facility in Indiana. He was promoted to midwest regional controller. Daniel and his wife, Jeanne, live in Chesterton, Indiana with their two children, Daniel Jr. and Taylor.



**Keep in touch!**

**E-mail us in the Development Office: [gmorgan@csuchico.edu](mailto:gmorgan@csuchico.edu) or, go to our Web site, [www.cob.csuchico.edu](http://www.cob.csuchico.edu), for department, faculty, and staff e-mail links.**

# Donor Leadership 2001-2002

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## An open letter to the College of Business

Jobs weren't easy to find as I was finishing up at Chico State last year. I interviewed with 47 companies. Jamie Starmer, CSU, Chico career placement director, was certain that 47 broke a record for number of campus interviews.

Persistence paid off. I took a job with Hyatt Hotels as a "College Manager Trainee, Sales." I was interviewed first on campus and then by phone by the national recruiter, followed by a third phone interview with a seasoned sales manager. I was hired to sell hotel rooms to conventions and, next, faced choosing a "training" hotel property. I chose San Diego, where I now live.

I left Chico on Sept. 10, 2001, to start my new life in San Diego. The next day was September 11. My excitement about starting a career took a nose dive. My job was at an empty hotel where I was supposed to forge my future. Three conventions that week had been canceled; they were for financial companies with offices in the World Trade Center towers.

I started work on Sept. 25 in the human resources office. On day three of my employment, I was called in to speak with the regional director of human resources and the general manager. Laid off! It was little comfort to be told all 10 college management trainees were in the same boat.

The upside ... Only myself and one other college manager trainee were offered replacement positions—a demotion, but still a job. Why was I offered a chance to stay on at the Hyatt? They think I'm a wizard on the computer. **Tell everybody graduating to keep building on their computer knowledge. Seriously, it was the ONLY thing (when comparing resumes of all the management trainees) that landed me this opportunity.** Those MIS classes have been my biggest asset to this company. The IT manager wants me to work for her as her assistant. I'm not interested in computers for a living, but I am thankful that I was required to use them in EVERY ONE of my business classes.

Success IS still possible for students graduating in an awful economy. I'm proof that it can be done.

Stephen Forbes  
Marketing graduate, 2001  
San Diego, CA



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