

May 2015

Scholarships Continue to Expand and Now Include Funding for Study Abroad



CBA provides funding directly to students in the form of scholarships each year. With the support from alumni, corporations, faculty and friends of the college, we will again award over \$280,000 in scholarships to our students.

This year, scholarships range from \$500 – \$5,000 and will support 136 students. The average award is over \$2,000 and provides funding for undergraduate, graduate, need and non-need based students, and the diversity of the recipients reflects the diversity of CBA. This support is greatly needed due to the fact that many of our students work at least 20 hours a week to pay for college expenses and commute to campus. They work tirelessly, with limited resources, to meet our academic expectations and fulfill their financial and familial obligations.

A number of new scholarships were added this year, including one for students studying abroad.

The [Pitts Family Study Abroad Scholarship](#) was created by a donor that has a passion for helping students and understands the growing need for financial support. Mr. [Robert Pitts](#), a 1970 alumnus and 2007 Distinguished Alumni Award recipient, has provided two awards of \$4,700 each. These awards will support students who take a semester or longer to study abroad. Mr. Pitts witnessed his own children have “a transformative experience overseas” when they were studying abroad and feels compelled to help others have that same opportunity. He has pledged to continue this support for the next five years with future plans of creating a permanent endowment. The two students receiving the scholarship this year are Maribel Francisco, an International Business major (senior) who will graduate in fall 2015, and Tuong Lee, an Accounting major (junior) who will graduate in spring 2016.

CBA understands the importance of sending students abroad and plans have been made to expand study abroad opportunities. We are working closely with the university's Center for International

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Education, which has established relationships with institutions throughout the world that provide international study opportunities. With the "lead gift" from the Pitts Family, CBA is making strides in getting more students to study abroad and attracting more donors to support these transformational student experiences.

CBA Technology Renovations



This April, a proposal was submitted to receive Student Excellence Funding for Technology to renovate various CBA classrooms and labs. Renovating the remaining first floor classrooms was given top priority to meet the growing demands of larger whiteboards, dual projectors, high definition document cameras, and computers in every classroom. Last year's second floor renovations from resulted in positive feedback from faculty and students who experienced a better learning environment due to the updated technology.

A second priority is to renovate the CBA Open Access Lab to foster the growth of a synergetic environment and provide a better overall learning experience. New furniture and rearrangements will allow students to work in individual and group settings. More space will also be provided to meet the high demand of laptop and tablets usage. In addition, in response to positive feedback from last year's project, more group station cubicles will be installed to enhance collaborative projects. Additional plans include renovating CBA 237A and 237B, and removing the tiered seating in CBA. Valuable feedback and needs from CBA faculty have made the

renovations possible in the CBA classrooms. We also worked closely with the CBA ASI Senators, student representatives of the college, to gain a deeper understanding of student needs in the CBA Open Access Computer Lab.

SCPD Updates



The Student Center for Professional Development had a successful spring semester and is preparing to carry that success into fall 2015. It experienced growth in three of its four programs and applications for [Junior Mentoring](#) grew by 57%. Currently, the center is in the process of building the stable of junior mentors by recruiting early-career alumni of the CBA.

Total Business Professional Workshop attendance increased 35% compared to spring 2014. Feedback from sophomores prove that these workshops helped them understand what it means to be “in business” and made them feel like they are a part of CBA, not just a pre-business student. Because of this feedback, the center intends to open the workshops to pre-business freshmen beginning fall semester.

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Under the guidance of Christina Reyes-Mulcahy, [Community Scholars](#) Coordinator, 15 CBA students mentored 47 Jordan High School sophomores. Through their guidance, CBA students helped these sophomores understand that a college degree is attainable, affordable and worth the effort. The program ended with a day spent on the CSULB campus and the SCPD Awards Banquet.

Participation in the [Corporate Mentoring Program](#) increased 20% compared to last year and the center has already received 65 applications for next year's program. Growing interest in CMP is believed to be due to several factors: 1) Outreach to pre-business sophomores two years ago; 2) Word of mouth passed down to juniors by seniors and recent graduates; 3) Better marketing by the Center; and 4) Some influential faculty members encouraging their students to join.

Next year, the center will work closely with the ABSOC Pre-Business Connection to recruit pre-business freshmen and sophomores into student organizations and its [Business Professional Certificate](#) Program. Outreach to pre-business students will boost participation in student organizations and SCPD, keep students in their major, and reduce time to graduation.

Ukleja Center Updates



This year's Ethics at The Beach seminar featured a keynote address by Ruben Vives, Pulitzer Prize winning Los Angeles Times reporter who helped uncover financial corruption in the city of Bell that led to criminal charges against eight city officials. His presentation was followed by a dynamic panel discussion that became a [podcast on Critical Mass for Business Radio](#). Almost 175 students attended the half-day seminar with SCPD and ABSOC serving as event partners. 25 students participated in the center's Student Leadership Institute to explore ethical leadership issues related to business, government, education, healthcare, and other professional fields. Through off-campus classes hosted by the local business community, the course featured guest speakers from companies such as Boeing, HCVT, JetBlue Airways, and Target.

Six \$2,000 stipends were awarded to faculty for integrating ethics modules into their courses through the Ethics Across the Curriculum program. The center also offered two \$2,000 faculty stipends to support original ethics research that will contribute to the body of knowledge in disciplinary and interdisciplinary ethics.

This year's William Dickson Faculty Fellows program featured David Maggard, Jr., Chief of Police for the city of Irvine. Chief Maggard inspired students with real-life examples of ethical leadership challenges in the field of public safety. Other Faculty Fellows included Damon Dunn, former NFL player and principal of Tricor Corporation, and Rafer

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Johnson, Olympic gold medalist and founder of Special Olympics Southern California.

[NELL AND JOHN WOODEN ETHICS IN LEADERSHIP AWARD.](#)

The center honored the late Louis Zamperini with its 2015 [Nell and John Wooden Ethics in Leadership Award](#). Known worldwide through the book and movie, *Unbroken*, Louie Zamperini was an Olympian and World War II hero. His story is one of faith, resilience, and forgiveness. The award is named for Nell and John Wooden to promote their practice of ethical leadership and to celebrate leaders who embody the values that this wonderful couple exemplified throughout their lives.



Greg Wooden, Luke Zamperini, Louise Ukleja, Michael Solt, and Lindora CEO Cynthia Graff at presentation of 2015 Nell and John Wooden Ethics in Leadership Award

CBA Hosts Most Successful Preview Days to Date



Last month, CBA welcomed over 700 admitted freshmen, transfer students and their families at two very successful Preview Days. These events allowed Fall 2015 Freshmen and Transfer admits to experience what it is like to be a business student, learn about our fields of study, and hear from faculty, staff, alumni, corporate partners, and current students. Campus tours were given by President Scholars and CBA Building Tours were given by CBA students and staff. In addition, resource fair gave guests the opportunity to interact with ABSOC organizations and 15 other campus resources.

An admitted transfer student shared her positive experience in an email following Transfer Preview Day: "I enjoyed the CBA Preview Day and learned a lot more about what the School of Business at CSULB has to offer. I am excited to be a part of this program and curriculum. It was very well organized and I thought you and other staff members did a great job in informing and catering to all attendees. Even

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down to the passing out parking permit so we didn't have to go to check-in site and back to our car was eliminated by having staff members passing them out at the parking lot. What a great first impression catering towards our needs!"

CBA Staff Recognized for Years of Service

Five CBA staff members were recognized at this year's Service Awards Reception on May 6. We thank all award recipients for their years of dedication and contributions to the college.

Name	Years of Service
Cory Clark	10
Linda DeLange	20
Carol Grutzmacher	25
Lashon Jackson	15
Margaret Williams	30



10 Years

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15 Years



30 years

CBA Athletes Excel In and Out of the Classroom

Two Finance majors named [Big West's 2014 Male and Female Scholar-Athletes of the Year](#).



McKay LaSalle- Men's Basketball (FIN) Senior captain for the men's basketball team, McKay is among the Big West leaders in 3-point percentage and 3-pointers made. He is a member of the President's List and has a 4.0 GPA. He works as a tutor and is an active member of CSULB's Student-Athlete Advisory Committee. As a member of the community service subcommittee, he is involved in coordinating and participating in visits to the non-profit Precious Lamb preschool. McKay is also our CBA Outstanding Undergrad this year.



Ebba Udden- Women's Tennis (FIN) A junior member of the women's tennis team, Ebba earned first team All Big West Conference accolades in both singles and doubles in both 2013 and 2014. She was also named the Big West Conference Freshman of the Year in 2013. She is one of only 16 players in Beach history to total more than 100 wins. She is an Academic All-Star and has earned both Dean's List and President's List honors.

In addition to McKay LaSalle, nine successful CBA athletes are graduating this year:

Name	Team	Major
Ricardo Guimaraes	Water Polo	International Business
Jeffery Holen	Golf	Marketing

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Tyler Kulakowski	Volleyball	Accountancy & Finance
Chae Park	Golf	Management
Ryan Petrella	Track and Field	Marketing
James "Conner" Reilly	Water Polo	Marketing
Karolina Rozenberg	Softball	International Business
Kevin Techakanokboon	Golf	Marketing
Milos Vrzic	Water Polo	Finance

Cool Trucks Come to the Beach



On April 30, CBA and the Operations and Supply Chain Management (OSCM) Advisory Board hosted "The Road to Supply Chain Excellence." The event gave students the opportunity to learn about supply chain career opportunities in information technology, financial analysis, operations management, planning, marketing and more. Representatives from Boeing, California Multimodal CEVA Logistics, Council of Supply Chain Management Professionals (CSCMP), Toyota and UPS were on hand to discuss how supply chains support their enterprise and how students can prepare for a rewarding career in the industry. Several green and smart vehicles were also showcased:

- California Multimodal provided one of their clean burning LNG Heavy Duty trucks, which moves thousands of containers per year to and from the ports of LA/LB and throughout California rail facilities.

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- The American Trucking Association brought their 53ft. show trailer with driving simulators, clean burning diesel and highly technological equipment that delivers our cargo safely throughout the country.
- Toyota Motor Corporation displayed its hydrogen concept car.
UPS displayed an alternative fuel powered vehicle from its fleet.

CSULB Teams Bring Home the Trophies!



CSULB Teams Bring Home the Trophies! On April 23-25, 2015, 36 student teams from the US, Australia, Canada, China, and UK completed the final on-site phase of the 51st annual International Collegiate Business Strategy Competition. The competition, hosted by CBA since 2011, involves student teams organized into worlds, running virtual companies and competing for best financial performance.

During the twelve weeks of the competition, students run their companies, make functional and strategic decisions using a computer simulation, write a strategic business plan and annual report, and make a presentation to a panel of judges serving as their "virtual board of directors." Dr. Annette Lohman was the competition's Administrative Director and the faculty advisor to CSULB's three teams.

The trophies they won are as follows:

Undergraduate Team Name: Beachside Industries (World 2)

Trophies: Won 1st Place Overall Performance and 1st Place Best Written Documents Students: Colin Wadsworth, Donovan Brookfield, Cardy Huynh, Anis Rahal, Matt Woo, and Alvin Van

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Undergraduate Team Name: Zaino, Inc. (World 3)

Trophies: Won 1st Place Overall Performance and 1st Place Best Written

Documents Students: Carlos Larios, Haoyun "Sarah" Ma, Trevor Standridge, Marcus Yamanaka, Nick Zollo

MBA Team Name: BeachTime (World 6)

Trophies: Won 1st Runner-up Overall Performance and 1st Runner-up Best Written

Documents Students: Melissa Zavala, Lydia Papakonstantinou Kyrkou, Daryl Foster, Erica DeLoera, Zhimin Wang, Anna Leyva