

POLY BIZNews

A Publication of the College of Business • California Polytechnic State University • San Luis Obispo, California

Cal Poly Marketing Class Wins Top GMMI Honors

Dr. Steve Vargo's marketing class received two scholarships for the College of Business totaling \$3,500 from the General Motors Marketing Internship (GMMI) annual competition, held to create awareness for dealerships. For its outstanding plan and execution, the class was recognized by GMMI as the Best Four-Year College out of 110 participants. The student team was also awarded for Best Dealer Integration.

The students chose to focus their efforts on child abuse prevention through their partnership with Rancho Grande Motors. They had two main goals: to increase dealership awareness in the community and to raise money for the San Luis Obispo Child Abuse Program (SLOCAP).

Organized like an advertising agency, the team determined that a walk/run to benefit SLOCAP would best meet its goals, and set forth to design

and implement an integrative marketing program involving public relations, advertising, and promotional activities. The result of the *Go Grande Spring Roundup* was the donation of \$3,000 to SLOCAP and an increased awareness for Rancho Grande Motors.

"The leadership and marketing skills that I have gained are invaluable to me," says team co-captain Jennifer DeVicariis. "I have facilitated a promotional project from start to finish that has seen exceptional results. I learned the importance of going beyond the status quo."

Co-captain Jim Ayala agreed. "The greatest learning experience was coming up with a method to establish a strong communication channel between 25 employees who all had

see GMMI, page 9

Front row, from left: Estella Hadjis, Jennifer DeVicariis, and Jennifer Stawick. Back: Professor Steve Vargo, Shawna Smith, Jennifer Peck and Jenny Carlson.



Advisory Council Member Receives National Honors

COB Advisory Council member **Stephanie Harkness** was honored in Atlanta, Georgia in June by the National Association of



Stephanie Harkness

Women Business Owners (NAWBO) as the National Woman Business Owner of the Year.

NAWBO has a worldwide membership of over 85,000. Of 1,500 women nominated for the

honor, Harkness was one of five finalists from around the world. Her selection came only one year after receiving the Wells Fargo Outstanding Entrepreneur of 1998 Award.

Harkness is chair of the Industrial Technology Advisory Board as well as a member of the College of Business Advisory Council. She is a frequent guest lecturer in College of Business classes. She is the CEO and President of Pacific Plastics and Engineering in Soquel.

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Dean's Message

We are privileged once again to publish the Recognition Issue of Poly BizNews. On page ten, you will find a summary of cash and in-kind gifts for the last three fiscal years showing a remarkable increase in the levels of private support for the College. Following the summary are lists of organizational and individual donors. The financial support received has meant increased scholarships for students, greater support for student club activities, progress on equipment upgrades in classrooms and labs, and enhanced professional development opportunities for faculty and staff. We are also pleased to acknowledge the valuable contributions of the members of the College's advisory councils and boards, the rosters for which appear on page 19. While their names do not appear here, we would be remiss if we did not take this opportunity to express our continuing appreciation as well to the many alumni and friends who enrich our programs by serving as speakers and panelists in classes, conferences, seminars, and club activities.

On other dimensions, the past year had its ups and downs. On the positive side, our students continued to distinguish themselves. As previously reported, a team of M.B.A. students won first place in an international collegiate case competition last winter. As the lead story in this issue reports, a team of Marketing students took two first place awards in the annual General Motors Marketing Internship competition. Better preparing themselves for the global marketplace, the number of students participating in foreign study and internship opportunities continued to rise. Applications, enrollments, placement of graduates, and new faculty hires all reflect positive trends.

On the negative side, a long sought increase in the Cal Poly Plan Academic Fee which many of our students supported was not implemented

in favor of seeking additional funding from the State, which did not come. This means that we do not have the funding to expand the rollout of our undergraduate integrated core program that has been described in prior issues of this newsletter. We will have just two fully-enrolled sections of that program again this year while continuing to seek additional State and private funding sources to sustain and grow that innovative program.

While continuing to refine and expand our degree programs, we are also continuing an effort to expand our sphere of influence in business and industry by responding to needs for more outreach into the State. These efforts include identifying advisory groups, developing programming, and seeking funding for several centers and institutes to engage in activities related to community development, entrepreneurship, finance, and technology and innovation.

With the end of this academic year, I will have completed my second term as Dean of the College of Business and I have decided not to seek another term. Hence, a national search will be undertaken this year for the next dean. It has truly been an honor and privilege to hold this position for the last five years, and I am truly grateful for the support that so many of you have provided to the College and to me. With your continuing support this year, together we can ensure that the new dean will assume the leadership of a College that is well positioned to achieve the goal of Creating the Business Advantage for Cal Poly business grads, their employers, and the State.

Sincerely yours,



New Administrative Appointments Announced

Dean Boynton has announced a number of changes in the COB administrative team effective with the 1999 fall quarter. **Dr. Walter Rice**, who has provided the College with outstanding service as the Associate Dean for the last five years, is returning to the Economics faculty where he will serve as Area Coordinator for this academic year. Dr. Rice has also previously served the College as Director of Graduate Management Programs and as Acting Dean.

Dr. Terri Swartz, who has served as the Marketing Area Coordinator for the past five years, will serve as Associate Dean for the next year. The responsibilities of that office include serving as the Director of Undergraduate Programs, liaison with University Admissions, and, in collaboration with the Director of Student Services, oversight of the Advising Center. Dean Swartz will also be engaged in two special projects this year related to advance preparation for the College's next application for renewal of accreditation from the AACSB – The International Association for Management Education. Specifically, she will perform a preliminary analysis to determine whether we are in full compliance with curriculum and faculty standards. She will also organize an assessment program to comply with a new AACSB requirement that accredited business programs implement comprehensive assessment activities to determine the extent to which intended academic program objectives and outcomes are being achieved.

Dr. John Rogers has accepted appointment as Marketing Area Coordinator for the next year. Dr. Rogers recently returned from Hungary where he completed a year as a Fulbright Scholar at Lajos Kossuth University. Dr. Rogers was instrumental in setting up a student/faculty exchange program between Cal Poly and that University. Dr. Rogers has previously served as Head of the former Business Administration Department and was Interim Dean of the College of Business during the 1992-93 academic year.

Dr. Earl Keller has been named Director of Graduate Management Programs. He succeeds Dr. David Peach who provided outstanding service in that position for the last four and one-half years. Dr. Keller joined Cal Poly's Accounting faculty in 1987 and has served as member and chair of the College's Graduate Committee and as a member of the faculty team overseeing the Engineering Management Program. Dr. Keller's agenda as Director of Graduate Management Programs includes refinement of the M.B.A. integrated core curriculum, enhanced marketing of existing programs, the possible expansion of dual-degree opportunities with other Cal Poly technical programs, and evaluation of the possibility of offering a part-time M.B.A. program. He will also help to develop procedures for working with the program coordinators of the COB's proposed revised Master of Science in Industrial and Technical Studies degree and newly proposed MS in Accounting program.

Fischbach Selected as '99 Honored Alumnus



Donald R. Fischbach

Donald R. Fischbach (Business Administration '69) has been selected as 1999 Honored Alumnus by the College of Business. He will be recognized at various Homecoming events at Cal Poly on the weekend of Oct. 29.

Fischbach graduated with honors with a B.S.

in Business Administration and a concentration in Industrial Relations. After receiving a J.D. in 1972 from the University of California, Hastings College of Law, he went on to become an

attorney and partner in the professional law offices of Baker, Manock & Jensen. The firm is located in Fresno and specializes in professional malpractice defense and personal injury litigation.

Fischbach's service on numerous professional commissions has provided him with a vast knowledge of the U.S. legal system. He has several publications dealing with everything from sex discrimination to medical malpractice and has been honored by *Who's Who in American Law*, San Joaquin College of Law as Teacher-of-the-Year, Fresno County Volunteer Legal Services Program as Volunteer-of-

see Fischbach, page 6

Beta Gamma Sigma Welcomes New Members

In 1982, Cal Poly founded a chapter of Beta Gamma Sigma, the national honor society for AACSB accredited business programs. The mission of Beta Gamma Sigma is "to encourage and honor academic achievement in the study of business and personal and professional excellence in the practice of business."

The 1999 inductees indeed personify that mission. Selected on the basis of scholastic achievement and ranking in their respective class, this year's honorees are: Juniors **Lisa Brownen, Wesley Huber, and Emily Turner**; Seniors **Stacy Bret, Colin Bross, Jennifer DeVicariis, Erin Edwards, Deanna Everman, David Goodsby, Caris Haynes, Jeffrey Dueck, Joshua Jenkins, Jessica Kiener, Trista Rinde, Shelley Maas, Kevin MacKenzie, Justin Pratt, Justin Pyne, Arlene Quach, Jason Riechewald,**

Gladys Tsang, and Erich von Ibsch; and M.B.A.s **Karen Fasler, John Rayne and Joseph Verceles**.

Also honored this year was **Robert Holley**, the College's first Chapter Honoree. Vice-President for the Chubb Group of Companies in Los Angeles, Holley was selected for his "outstanding business and managerial leadership."

The group was hosted by the Dean at a breakfast at the Shore Cliffs Lodge in Shell Beach. After taking a brief pledge to endorse and strive to uphold Honor, Wisdom and Earnestness, they received their Beta Gamma Sigma lapel pins and certificates of membership from the Dean and Faculty Advisor David Peach.

Front row, from left: Erin Edwards, Jennifer DeVicariis, Lisa Brownen, Dave Goolsby, and Trista Rinde. Back row, from left: Eric von Ibsch, Jeff Dueck, Wesley Huber, Robert Holley, and Justin Pyne.



Charter members of the COB Ambassadors with program advisor Leslie McKinley and Dean William Boynton.

COB Initiates Student Ambassador Program

Words like "service," "interact," "leadership," "passion," "opportunity," "motivation," "values" –all are words used by the charter members of the COB Student Ambassador program to explain their interest in participating in this newest COB venture.

Established as a public relations arm for the COB, the students will be meeting and greeting parents, new and prospective students, industry representatives, and VIPs from all over the world. Their "passion" for the COB and their ability to communicate their enthusiasm for the various programs of the College has earned them the privilege of representing the College at events throughout the state.

Advisor for the program, Leslie McKinley, Associate Director of Advancement and Alumni Relations, feels that the applicant pool for the charter group was particularly outstanding. To be considered for a position as an ambassador, each student must have a minimum G.P.A. of 2.5 and have some history of participation in College clubs or other leadership experience. As representatives of the entire College, ambassadors must become familiar with each concentration in order to effectively relate to prospective students and their families, as well as with industry representatives who come on campus to interview COB hopefuls.

Ambassadors participate in a two-day training weekend at the start of fall quarter. They will be on call for tours of the COB facilities and serve as student representatives at alumni receptions, COB Advisory Council meetings, and Open House, among other activities.

Congratulations to the charter members of the College of Business Student Ambassador program – **Jeffrey Baer, Lisa Brownen, Ellen Callahan, Charles Chin, Heather Higgins, Kirsten Husak, Jill Johnston, Sharon Lee, Carrie Leighton, Todd Lewandowski, Lianne Liu, Caitlin MacDiarmid, Abhay Maniar, Andrea Manning, Steve Patton, Jessica Renninger, Taylee Rounds, Kara Sanders, Jennifer Snodgrass, Kathryn Songco** and **Alexandra Thomson**.



And Now For The Honors ...

The Annual College of Business Awards Banquet, sponsored and planned by the student Business Council, was held on June 3 at Chumash Auditorium. The evening is a joyous celebration of superb accomplishments. Students are recognized by their peers for outstanding grades, community service, service to the College, and service to the University through their involvement with on- and off-campus organizations.

These students were recognized by College of Business clubs: **Liza Noriega** (Cal Poly Accounting Club); **Juan Najos** (Hispanic Business Students Association); **Sheryl Talmage** (Human Resources Management Association); **Summer Oram** (Society for Advancement of Management); and **Jeremy Riter** (Student Accounting Advisory Council).

Each concentration selected a student for honors as well: **Mary Miley** (Accounting); **Kati Robertson** (Economics); **Shahar Sansani** (Economics, International Trade and Development); **Chad Stammerjohan** (Financial Management); **Debra Chandler** (Human Resources Management); **Tetsuya Hayashi** (International Management); **Kimberly Jackson** (Industrial Technology); **Lindsay Luengo** (Industrial Technology, Packaging);

Jason Rieckewald (Management); **Paul Lindblom** (Management Information Systems); and **Erin Edwards** (Marketing).

Recipients of College-level awards were **Carisa Haynes** for the Delta Sigma Pi Scholarship Key; **Jill Schumaker** for Distinguished Service; **Heather Faucher** and **Summer Oram** shared the Dean's Award; and **Cortney Gerhardt, Jesse Gentry, Kevin Shanahan, Dan Schuessler, Thanh Ngu, Kelli Roberts** and **Paul Lindblom** were all recognized for their Scholastic Achievement.

Students receiving University awards were **Angela Smith** for Contributions to the Objectives and Public Image of the College of Business; **John Garcia** for Contributions to the Objectives and Public Image of Cal Poly; **Jeanne Newton** for Service to the Off-Campus community; and **Jesse Gentry** for Academic Excellence.

Selected by a vote of current students, these faculty received Outstanding Faculty Awards: **Cliff Barber, Ralph Battles, Janice Carr, Chris Perello,** and **Dennis Williams** from Business Administration; **Jamshid Basseri** from Economics; and **Fred Abitia** from Industrial Technology.

Student Spotlight: Allen Chiu

Every parent wants the best for their children. We try to make every opportunity available to our children so that they can be the best people possible and have a happy, productive life. But for some parents, this desire means making some difficult decisions. For the parents of **MIS graduate Allen Chiu**, it meant leaving home, family and career and travelling halfway around the world in order to provide better educational opportunities for their three children.

Allen Chiu came to this country when he was 14. He did not speak English. He is now a business graduate of Cal Poly with a concentration in Management Information Systems who has occasionally seen his name on the Dean's List. When Allen's father made the decision to bring his family to the San Francisco bay area, he had to leave behind his career as a professor and become a night security guard. His wife had enjoyed her life as a homemaker and would now need to work outside the home doing childcare. They had three boys and lots of hopes for the future.

Their oldest child, Eric, is a graduate of the UC Berkeley in Architecture and a practicing architect in the bay area. Allen's twin brother Albert is close to completion of a bachelors degree in environmental studies from San Jose State University. And Allen now looks forward to his exciting new career with XILINX, a semiconductor company in San Jose.

Allen chose Cal Poly because he was impressed with the school environment and the willingness of the students to contribute and work hard. And Allen was willing to work hard. MIS Professor Barry Floyd says of Allen: "He combines the best features of understanding technology while having a firm grasp on the nature of business. Allen is well respected by his peers. He is a great student to have in class – he fully participates, asking questions and moving the discussion forward."

Allen, you make us proud – congratulations to you AND your parents!

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Commencement is a happy time and we have the smiles to prove it! Receiving her degree and congratulations from Dr. Jim Considine and Dean Bill Boynton is Christine Silva, Financial Management and Accounting.



A Day of Proud Moments & Dreams Fulfilled

What an incredible day – the culmination of many hours of hard work, lifelong dreams, and personal achievement – the glorious day of graduation. Once again, over 500 young men and women graduated from the College of Business and noisily let the world know that they are coming!

We were particularly honored this year to have Dr. Jim Considine (Business, 1968) give the graduation address immediately after receiving his honorary Ph.D. from President Warren Baker. It was a time to appreciate the influence and good work of one of our very own, and to see that work applauded by the entire CSU system was especially gratifying.

Congratulations graduates! We look forward to hearing from you as you progress in your personal and professional lives, and we wish you all the best.

Breaking out in flowers are three MIS concentration graduates (left to right): Fran Chen, Allen Chiu, and Carly Hui.



UNDERGRADUATE DEGREES AWARDED (December 1998 & June 1999)

Business Administration Majors	
Accounting	98
Financial Management	106
Human Resources Management	20
Independent Course of Study	10
International Business Management	32
Management	39
Management Information Systems	98
Marketing Management	111
Production Operations Management	2
	<hr/> 516
Economics Majors	23
Industrial Technology Majors	80
Total Undergraduate Degrees	<hr/> 619

GRADUATE DEGREES AWARDED

M.B.A.	30
M.B.A./M.S. Engineering	5
M.A. Industrial & Technical Studies	7
Total Graduate Degrees	<hr/> 42

COB Welcomes New Faculty Members



Cliff Barber

IT Selects Barber for Tenure Track

From jungle cruise driver at Disneyland, to the Air Force, to the aerospace industry in southern California – **Cliff Barber** brings an interesting mix of experiences to his classes in the COB's Industrial Technology Area.

Barber was selected for a tenure-track position after teaching in the Area as an adjunct professor for the last 11 years.

Raised in Chicago and Southern California, Barber first came to Cal Poly as a student after learning about the University from his Air Force commanding officer. He received a Bachelor of Science in Industrial Technology in 1982, followed by a Master of Arts in Industrial and Technical Studies from Cal Poly in 1986. He completed his Doctorate at the University of Southern California in 1999.

His teaching specialty is production and electronics, and he teaches the IT CAD classes. He is also a charter member of the COB's undergraduate integrated core faculty team.

Barber lives in Atascadero with his wife Amy and twin sons Devin and Kyle. He says that his claim to fame is "holding Bill Laimbeer to 35 points in the first half of a high school basketball game (Palos Verdes High vs. South High)."

Crother Named as Tenure Track Professor

After five years at Cal Poly as an adjunct professor, **Cindy Crother** has been hired by the Industrial Technology area as a tenure track professor.

Crother is a graduate of Cal Poly, having received her B.S. in Industrial Technology in 1992. She has two master's degrees – a Master of Arts in Industrial & Technical Studies from Cal Poly in 1993 and a Master of Arts in Leadership and Organizations from UCSB in 1995. She earned her Ph.D. from UC Santa Barbara in 1997.



Cindy Crother

Crother specializes in facilities management, quality assurance and quality management, corporate training, and technical presentations. She also teaches two graduate courses: Technical Trends/Issues and Science and Technology. Crother is the advisor to the Association for Facilities Engineers, a student organization.

Raised in Fair Oaks, Crother came to Cal Poly because she had heard about the great IT program.

She enjoys the outdoors, finding time to go biking, running, and backpacking. She says her real love is her two horses – Ray, a 5-year-old trail pleasure horse, and Dakota, a 40-year-old friend "living on borrowed time."

Management Area Selects Griggs

Ken Griggs has been selected as a new member of the Management area faculty and began teaching classes in September. He has been working as an independent consultant for MITRE Corporation.



Ken Griggs

Griggs received a B.A. in Psychology/Biology from the University of Maryland in 1972 and went on to earn a M.S. in Communications from Boston University in 1974 and a M.B.A. in MIS from McGill University

in Montreal in 1978. In 1989, he received a Ph.D. in MIS from the University of Arizona.

His specialty in multimedia systems development and electronic commerce has prepared him well for Cal Poly, where he is excited about applying the learn-by-doing approach to his classes.

After relocating to San Luis Obispo from San Diego, Griggs looks forward to working in a friendly, uncrowded environment.

GSL Selects Olsen for Visiting Faculty Position

David Olsen has been hired by the Global Strategy & Law area as a visiting professor specializing in strategy and international management. He began teaching this past summer.



David Olsen

Raised in Idaho, Olsen went to the University of Utah for his Bachelor of Science degree in Computer Science. He received a M.B.A. from UC Berkeley with an emphasis on strategic management and management information systems.

He returned to the University of Utah for a Ph.D. in Business Administration in 1996.

Asked why he chose to come to Cal Poly, Olsen responded, "It was time to step up and step out. I needed to break out of the mold and move up. I had experienced some culture shock after moving to Berkeley from Utah, but did find that I enjoyed the California lifestyle and wanted to return."

Olsen enjoys scuba diving, camping and backpacking, photography, and making custom furniture.

Ramezani Joins Finance Faculty

Cyrus Ramezani came to Gilroy as a high school exchange student at age 16. He spoke very little English but plunged right into classes at Gilroy High School, expecting to return to Iran at the end of the year. However, political events occurred



Cyrus Ramezani

which prevented his return and he found himself on his own in the U.S. at 17.

After finishing high school in Gilroy, Ramezani worked for four years to save enough money to go to college. He chose UC Santa Cruz, where he obtained a B.A. in Economics and Environmental Studies in 1984. In 1988 he received a M.S. in Applied Econometrics, followed by a M.S. in Finance in 1991. He double-majored for a Ph.D. in 1992 in Agriculture and Resource Economics and Business Administration.

He was an assistant professor at the University of Wisconsin at Madison where he also served as director of the Certified Financial Planning Program. He has also held positions as a visiting assistant professor at Berkeley's Haas School of Business, as a visiting scholar at the University of Cambridge, England, and as a consultant for several organizations including Salomon Brothers Asia and The Wine Institute.

At Cal Poly, Ramezani's expertise will be utilized in the fields of derivative securities and financial econometrics.

Married to Mavis, Ramezani enjoys playing with model trains with his 4-year-old son Kian.

Tietje Joins Marketing Faculty

Some people never get to live their dream. But for **Brian Tietje** and his wife Debbie, their dream came true when Brian was invited to join the Marketing faculty of the College of Business.



Brian Tietje

For the past five years, the Tietjes have been investigating colleges and universities, as well as geographic regions, to determine where they would like to settle after leaving Seattle. They decided upon San Luis

Obispo county, but the chances of Cal Poly actually needing someone with Brian's specialization (marketing incentives and promotions), at the exact time of his completion of his doctoral studies, was very slim. Brian had to remind Debbie

Frayne Selected As Distinguished Teacher

Colette Frayne, professor in international business management and international human resource management, was selected by Cal Poly as one of



Colette Frayne, '98-'99 Distinguished Teacher

three recipients for the University Distinguished Teacher Award for 1998-99.

A member of the Global Strategy and Law Area faculty, Frayne has taught in the College of Business since 1992. In nominating Frayne, one student said she is a "dynamic teacher whose energy and enthusiasm brings to life the different case studies we discuss." Other student comments included:

... "She is extremely dedicated to her students and makes herself available at all times, no matter where she is." ... "Professor Frayne is always asking questions, requiring that we think further and deeper into the subject area." ... "She has the capability to stimulate students." Frayne, who lives in San Luis Obispo, has authored a book and approximately 60 published papers and case studies, several of which have earned "best paper" awards.

Before coming to Cal Poly, she taught at Texas Christian University, the University of Delaware, the University of Washington, and the University of Western Ontario in Canada. She has also lectured in Australia, Finland, Hungary and Indonesia.

At the College of Business, she has served on the Faculty Affairs and Graduate Committees, as Director of Research and Professional Development, and as advisor to the International Business Club. She has also served on Cal Poly's University Senate Research Committee, founded and was principal investigator of the Mustang Excellence for Student Athletes program for at-risk student athletes, and was a faculty mentor for the Status of Women Council. She was awarded three State Faculty Support Grants and a three-year Social Sciences and Humanities Research Council contract.

Frayne earned a Bachelor of Science degree in business administration from the University of Delaware, a master's degree from the University of San Diego, and a doctorate from the University of Washington.

Frayne was honored at the June 1999 commencement ceremonies and again during Cal Poly's Fall Conference activities.

f r o m p a g e 5

New Faculty

that it was highly unlikely that they would be able to move here, but the dream persisted.

So ask Tietje now about San Luis Obispo and Cal Poly and he says it is truly a dream come true. His Ph.D. in Marketing from the University of Washington in Seattle prepared him well for the eager, bright students at Cal Poly.

Tietje's specialty is "incentives" – devices that marketers use to entice consumers. Whereas advertisers persuade consumers, marketers are more interested in consumer behavior. So Tietje wants to challenge students to "stretch beyond what they think they are capable of and explore all of their possibilities."

Raised on a farm in Ohio, Tietje was awarded a scholarship to Bowling Green State University in Ohio and earned a Bachelor of Science degree in Marketing Special Sales. He worked for Johnson & Johnson for five years with a variety of responsibilities, but found himself so consumed by day-to-day deadlines and responsibilities, he was frustrated by the lack of time available to study and understand the consumer.

He left the mid-west and returned to school at the University of Hawaii in Honolulu where he received a M.B.A.

Moving on to Washington, Tietje spent five years there teaching and researching the principles of marketing. He began his career at Cal Poly this summer teaching marketing and sales classes.

Visiting Lecturer Appointed for Management Area

The Management area has appointed **Rosemary Wild** to a visiting lecturer position for academic year 1999-2000. She will begin teaching quantitative analysis, MIS, and production and operations management in the fall quarter, primarily in the M.B.A. program.



Rosemary Wild

Wild has studied exclusively at the University of Arizona in Tucson, where she received a B.A. in English in 1980, a M.A. in English in 1981, a M.S. in

Systems and Industrial Engineering in 1985, and a Ph.D. in Management Information Systems/ Decision Sciences in 1989. Her specialty has been knowledge-based systems and simulation.

"Due to Cal Poly's excellent reputation, both for the school and for the quality of its students, I was happy to make the move from San Diego to San Luis Obispo," says Rosemary.

She enjoys hiking, reading, dancing and dog shows.

Li Recognized for Excellent Publications

MIS professor **Dr. Eldon Li** proudly displays the plaques he received recently for excellent publications.

Dr. Li's paper, "A Structured Approach to Developing Test Plans," received the "Best Article Award 1998" honor for the *Journal of Quality Assurance*.

The same week, he received notification that a paper he had coauthored, titled "IS 9000 System in Taiwan's Manufacturing Industry: Information Systems Perspective," had been selected as the winner of the "Best Article 1998" by *Sun Yat-Sen Management Reviews*, a top refereed management journal in Taiwan.



f r o m p a g e 2

Fischbach

the-Year, the State Bar of California (serving as President in 1994-95), the American Board of Trial Advocates, and Central California Legal Services.

Fischbach and his wife Linda have four children (Amy, Sara, Andrea, and Sean) and have been heavily involved in the community of Fresno. They

give willingly of their time to many community nonprofit organizations.

Fischbach is a charter member of the California State University System Ambassadors for Higher Education, and since 1995 has generously volunteered his time and expertise to the Cal Poly College of Business Advisory Council.

COB Faculty Scholarship Update

Dr. Walter Rice coauthored a book with **Karl Hovantiz** titled *The Saga of the Overfair Railway Pacific ... From Panama to Poly* (Silverado Publishing, San Luis Obispo, 1999).

He has also published two articles, "Andrew Smith Hallidie's Cable Legacy," in the April, 1999 *Tramways & Urban Transit (The Journal of the Light Rail Transit Association)*, Vol. 62, No. 736, and "Transportation in an Era of Transition: The Edmund G. 'Pat' Brown Years," (co-authored with John Krichner) in *California Politics and Policy*, 1997 Special Issue, Vol. LXXXI, No. 1, Spring 1999.



Dr. Luc Soenen presented a paper on "The Interrelationship between Macroeconomic Variables and Stock Prices – the Case of China" at the International Financial Workshop organized by the China-Europe International Business School in Shanghai, August 18-19, 1999.

Soenen had two articles published recently: "Small-Firm Bankruptcy Prediction Using Discriminant Analysis" in *The Journal of Applied Management and Entrepreneurship*, Vol. 4, No. 2, January 1999, and "Exposure to Currency risk by U.S. Multinational Corporations" in the *Journal of Multinational Financial Management*, Vol. 9, No. 2, June 1999.



Dr. J. Michael Geringer was awarded *The Journal of International Business* Paper of the Decade Award for his article, "Control and Performance of International Joint Ventures." He will give a brief presentation of the article during the fall Association of International Business Conference.

He wrote a paper titled "Governance Issues in Multinational Enterprises: Issues and Overview" (*Journal of International Management*), and another titled "The Development of the Field of International Business: An Examination of MIR under Klaus Macharzina's Editorial Leadership" (*Management International Review*).

Geringer has delivered two lectures, one at the Stockholm School of Economics, titled "Universal Theories and Popular Myths: Assessing the Universality of Strategy and Governance Theories," and one at the Cranfield School of Management in Cranfield, Bedford UK, titled "Strategy, Capital Structure and the Governance of Japanese Multinational."

He also presented "Diversification Strategy and Capital Structure: Do results from the West apply in Japan?" and "Product and International Diversification Among Japanese Multinational Enterprises" in Salt Lake City.

Geringer recently chaired the 1999 Barry M. Richman Best Dissertation Award Competition, and was reappointed to the editorial board of the *Journal of World Business* for 1999-2001.



Drs. Colette Frayne, J. Michael Geringer and **David Olsen** recently coauthored two papers: "Rewarding Growth or Profit? Top Management Team Compensation and Governance in Japanese MNEs," published in the *Journal of International Management*, and "Human Resource Management in International Strategic Alliances," published in *Work Behaviors Across Nations and Cultures*.

A paper titled "A Framework for Strategic Human Resource Management in International Ventures" was presented by a colleague at the Western Academy of Management annual conference in Los Angeles. In addition to these papers, the team has also presented a paper titled "Teaching Cases in Cross-Cultural Contexts" as part of the International Teachers Program at New York University.



Dr. Patricia McQuaid is serving as the chairperson for the Americas for the 2nd World Congress on Software Quality on behalf of the Software Division of the American Society for Quality to be held in Japan in the year 2000.

Her article, "Estimating Y2K Rework Requirements," appeared in *Crosstalk: The Journal of Defense Software Engineering*.

She presented a paper titled "Improving Software Quality Through the Use of Complexity Metrics" at the 1998 European Conference on Software Process Improvement in Monte Carlo, Monaco.

McQuaid served as a member of the Organizing Committee of the Eighth International Conference on Software Quality and as a panelist of a session, "Meeting of the Minds Across the Ages."

She spoke about the COB's undergraduate integrated core program at the 1998 annual meeting of the Decision Sciences Institute and delivered talks at two bank seminars in Paso Robles and San Luis Obispo titled "Avoiding the Millennium Crash: A Year 2000 Business Awareness Educational Seminar" and "Y2K Issues and Answers," respectively.



Dr. Jim Sena presented his paper in May "Collaborative Decision Support System for Navy Pier Facility Management" at the Institute for Operations and Research and the Management Sciences [INFORMS] Conference.

In September, "Collaborative Infrastructure Assessment Tool: A Discussion of the Cost Agent," was featured at the Society for Computer Simulation Conference on Harbor Maritime Simulation.

Along with **Dr. A.B. (Rami) Shani**, he has written a chapter titled "Intellectual Capital and Knowledge Creation: Towards an Alternative Framework" in *Handbook on Knowledge Management*; "Intelli-

gence Systems: A Sociotechnical Systems Perspective," Proceedings, Association for Computing Machinery [ACM] Computer Personnel Research [CPR] Conference; and "Managing Technology and Information Technology" in *Behavior in Organizations*, (editor Shani).

Sena and Shani also coauthored two publications with **Dr. Michael Stebbins**: "Collaborative Knowledge Terms: The Case of a Software Project Team at Seagate," found in PICMET (Portland International Conference Managing Engineering Technology), and "The Process Organization: A New Organizational Form," found in European Institute for Advanced Studies in Management's Workshop on Organizational Design.



Accounting professor **Dr. M. Zafar Iqbal** served as an External Expert Reviewer to the Financial Accounting Standards Board for its project on the comparison of International Accounting Standards and U.S. GAAP.

Iqbal has been inducted in the Stuart Cameron McLeod Society, the honorary society of the Institute of Management Accountants. He has also been reelected as a member of the Board of Trustees of the University of Nebraska School of Accountancy and has been reappointed to the California Society of Certified Public Accountants' State Committee on Global Opportunities.

Iqbal is revising *International Accounting – A Global Perspective* as the sole author for its second edition. Material from this book, along with a problem he has written, is also included in the 10th edition of *Cost Accounting – A Managerial Emphasis* by Horngren, Foster, and Datar.

Iqbal collaborated with **Drs. Jim Sena** and **Rami Shani** on a multidisciplinary paper titled "Accounting and Intellectual Capital: Towards a New Sociotechnical System-based Paradigm," which appeared in *Accounting Research*.

He presented a paper titled "A Historical Evolution of Cost/Management Accounting," at the International Business Association Annual Conference in Cancun, Mexico, where he served as a session chair.

from page 3

Honors

The evening concluded with awards to the Faculty Emeritus and Distinguished Teacher-of-the-Year Award winners. Nominated by current students and selected by the Student Business Council, recipient of the Emeritus Faculty Award **Colette Frayne** will receive a plaque and a \$500 stipend. Co-recipients of the COB Distinguished Teacher of the Year Award, **Norm Borin** and **Tad Miller**, will each receive a plaque and a \$500 stipend provided by the Dean's Advisory Council. Please join us in extending congratulations to each of the honorees!

Visiting Scholar Makes Mexico Connection

Visiting scholar **Jesus Garcia de Madariaga** has returned home to his native Madrid via Cuernavaca, Mexico, and the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM). Invited by Dr. Didimo Dewar, ITESM director of Business Programs during his spring visit to COB, de Madariaga was a presenter at two conferences in Cuernavaca.

It all started when MIS professor Dr. Eldon Li became aware of de Madariaga's research on marketing information systems and asked if he would come to CPSLO as a visiting scholar. After 1-1/2 years of paperwork and approvals, de Madariaga arrived in San Luis Obispo in February. He received a faculty scholarship from his university in Madrid, Complutense University, where he is an associate professor in marketing. His emphasis at Cal Poly has been on information technology



Jesus Garcia de Madariaga

and how to share that knowledge with his students in Spain. "Resources are scarce in Madrid," says de Madariaga "and the technology at Cal Poly is far advanced."

While at Cal Poly, de Madariaga participated in many COB events and interacted with many faculty and students. He hopes to return to San Luis Obispo someday, where he can "enjoy swimming year-round and the marvelous beauty of this place." Our best wishes to him at home again in Spain.



Elizabeth Ahten-Anderson and Tammy Martin

New Faces in the COB Advising Center

The COB Advising Center is sporting two new faces! **Elizabeth Ahten-Anderson** and **Tammy Martin** began working as advisors the first week of July, and had to hit the ground running. Their first week of work was Summer Advising for the campus so they immediately plunged into one of the busiest times of the year for the Center.

Ahten-Anderson comes to the COB with a history of 11 years on campus. She began at Cal Poly as a student in 1988. Working full-time, she put herself through school while also marrying and having two children. She earned a Bachelor of Arts degree in English in 1996, with a minor in Ethnic Studies and a Technical Communications certificate. She has held a variety of positions on campus, but feels that she is finally exactly where she wants to be.

Ahten-Anderson and her husband, Michael, and their children Sterling, 7, and Deandra, 5, are too busy to have hobbies right now! She looks forward to the day when they can pack up a big camper for an extended sightseeing trip.

Tammy Martin moved to the Advising Center from the COB Advancement Office. She was intrigued by the opportunity to work more one-on-one with the students and helping others. She is a 1987 graduate of Buena Vista College in Iowa with a dual degree in Small Business Management/Marketing and Corporate Communications.

The new team meets with freshmen, transfers, students making normal progress toward degrees and those with academic difficulties, and graduating seniors, on a daily basis. They have increased the hours of availability for appointments in the Center. Because students come to them with problems ranging from curriculum questions, withdrawals (and other forms), and registration, to anxiety about classes, they must be well versed on all resources for on-campus services.

If you would like more information about the Advising Center or have questions about services, please call the Center at 805-756-2601.

COB Staff News

Wedding bells were ringing for COB staff in July! **Pat Nieman** (pictured at right), Director of the Computer Lab, married Michele Deparini and they are living happily ever after in Shell Beach. **Edwina Baltierra**, former COB Academic Advisor, was married and whisked away to Oklahoma! Congratulations to both of them, and best wishes to Edwina as she starts her new life in Oklahoma.



As members of the San Luis Obispo Vocal Arts Ensemble, COB Advancement team member **Leslie McKinley** and Accounting graduate **Christine Silva** toured Ireland, Wales, and Great Britain this summer. Showing off their Cal Poly sweatshirts in Dublin are, from left, **Darlene Slack**, Cal Poly Director of Communications and VAE Publicity Manager, Silva, and McKinley.

COB Welcomes Kathy Nutt to Advancement Team

Kathy Nutt joined the Advancement team in September, replacing Tammy Martin. She is excited about "the new challenges that come with being part of the winning team that will move the COB forward."



Kathy Nutt

Nutt has worked on campus in the student employment office co-op program at the Career Services Center, and for the last four years was an administrative analyst

specialist in the Civil & Environmental Engineering Department. She and her husband, Michael, own Michael's Optical in three locations in the county, where Kathy previously worked as business manager.

"The College of Business will allow me to pursue my interest in business while developing a broader creative base," she says.

Kathy will specialize in relations with alumni and corporations and can be reached at 805-756-2951.

Exchange with Mexico's ITESM Started

submitted by Dr. Dan Villegas

On June 7, **President Warren Baker** signed a formal agreement authorizing student and faculty exchanges between Cal Poly and the Cuernavaca campus of Mexico's Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM). ITESM is recognized as one of the premier university systems of Mexico and Latin America, and is accredited in the U.S. by the Southern Association of Colleges and Schools.

Officials of the Cuernavaca campus signed the agreement during a visit to Cal Poly. Dr. Alfredo Jacobo, President of Campus Morelos, signed the agreement on behalf of ITESM.

ITESM visitors also included Dr. Didimo Dewar, director of the Division of Administration and

Social Sciences, Dr. Ricardo Fernandez, director of the Division of Engineering and Sciences, and Mr. Brent Peterson, director of International Affairs. Brent is a Cal Poly alumnus and has been employed at ITESM, Campus Morelos, for the past five years.

The COB and the College of Liberal Arts (CLA) are joint sponsors of the Mexico Studies Student Exchange Program. COB Dean **Bill Boynton** and CLA Dean **Harry Hellenbrand** also signed the agreement on behalf of the two colleges.

From left: Dr. Alfredo Jacobo, President Warren Baker, Dr. Didimo Dewar, Dr. Ricardo Fernandez, Dean William Boynton, and Dean Harry Hellenbrand.



Textiles Research Receives Additional Endowment

The Textiles Research Laboratory (TRTL) received additional endowment support from the Hearst Foundation in the amount of \$35,000. Instrumental in securing the endowment was **Tom Eastham**, vice president and Western director for the Foundation, in collaboration with Industrial Technology faculty member **Lezlie Labhard**.

The partnership between Cal Poly and Hearst Castle has been ongoing since Hearst first provided financial support for faculty and students in 1986. At that time, a faculty internship was initiated to provide expertise and assistance to the Castle, to develop rapport with the staff, and to evaluate the potential for student internship placements. In 1989, the Foundation established an endowment in support of textiles. The payout from the endowment provides some financial

support for students and faculty and has been used for student and faculty travel to the Castle, reference materials, photography to document artifacts and preservation, and supplies. Over 40 students have participated in the program, working on a variety of artifacts including tapestries, wall hangings, furniture, decorative textiles, rugs and lampshades. The partnership between the University and the Castle has provided mutual benefits – students have gained valuable experience in textiles preservation while the Castle has had the assistance of eager interns.

The \$35,000 will increase the funding available to students and faculty in support of the program. The additional funding will also allow for guest speakers in the classroom and attendance by students and faculty at professional meetings.

from page 1

GMMI

different work ethics and time availability. I enjoyed working with my peers while completing an internship with one of the world's largest corporations."

Professor Vargo said it was "very much a student-run project, entirely conceived and executed by the students. This honor by GMMI says a lot about both the quality of the specific students and the quality of the business education program at Cal Poly – it is something in which the students and the University can take enormous pride."

An awards ceremony was held Aug. 10 at the COB to recognize team members **Rita Amador, James Ayala, Matthew Bouyea, Jennifer Carlson, Meline Chakalian, Margaret Considine, Rosa Curiel, Jennifer DeVicariis, Elizabeth Doozan, Maryanne Edgar, Danielle Guevara, Estella Hadjis, Kristine Hamamoto, Christopher Knudsen, Kristine Kopal, Anne Lavine, Molly Martin, Amanda Mena, Christopher Muzzy, Jenny Peck, Ryan Roskowski, Shawna Smith, Jennifer Stawick, Amy Taras,** and **Lori Wright**.

Teamwork Yields Generous Gift for Packaging Program

The International Corrugated Packaging Foundation (ICPF) and the Association of Independent Corrugated Converters (AICC), Region 1, joined together in an innovative program to provide funds and secure specialized equipment for the Packaging Program.

Installed and dedicated on May 6, the new Kongsberg Sample Table combines with a BARCO Artios CAD/CAM software system to help students learn real-world packaging design and manufacturing. The joint effort between ICPF and the AICC Region 1 clearly demonstrates a need to develop local pools of talent for California corrugated converters. The donor organizations hope that their contribution will "increase the corrugated design talent pool" in California.

The idea began four years ago when ICPF President Bill Troll was contacted by Peter Keaty, a member of the Packaging Advisory Board, and asked to place a table at Cal Poly. As the project gained momentum, the new president of the ICPF, Robin Jackson, and AICC President Cindy Baker collaborated to raise the funds necessary to fund the purchase, installation, and training needed for the equipment. Through a variety of fund-raisers and several years of hard work, the two organizations reached their goal this spring and the equipment and software was dedicated in the packaging lab in May. The total donation is valued at over \$400,000.

Dr. Larry Gay, director of the Packaging Program, has agreed to coordinate box plant internships for students taking the corrugated design classes. "Loaned designers" from California box plants are scheduled to help teach specific course elements.

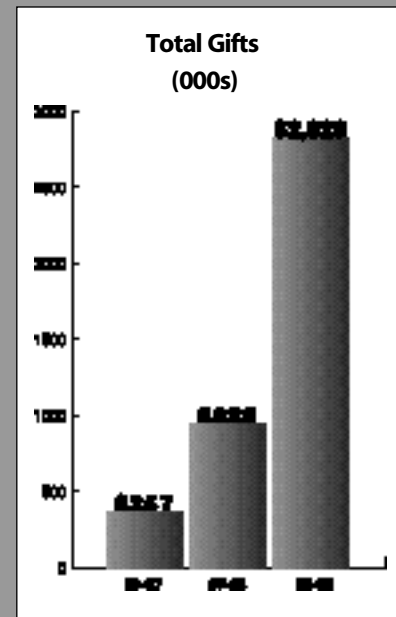
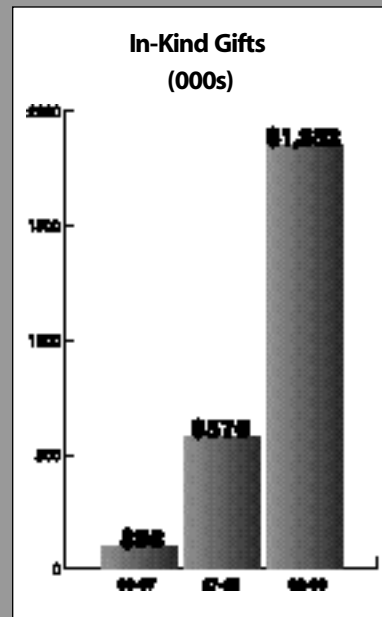
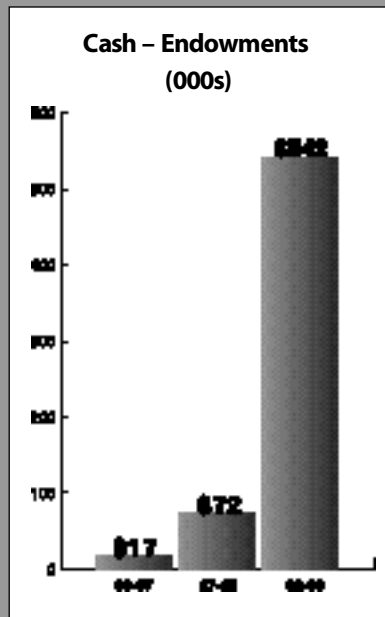
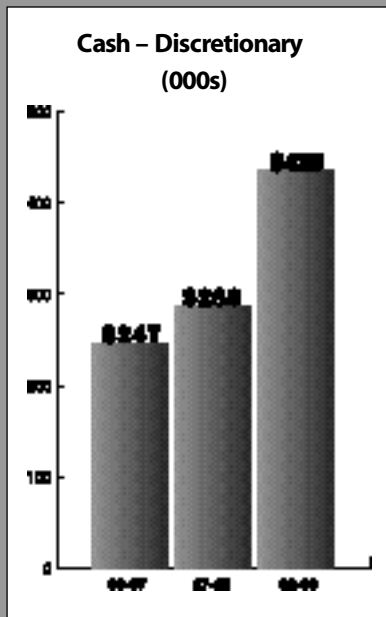
This donation exemplifies Cal Poly's "learn-by-doing" philosophy and gives our Packaging Program students a clear advantage in the competitive corrugated industry.



At the dedication of the BARCO Artios Kongsberg table in May, from left: Dr. Larry Gay, Cal Poly Packaging Program Director; Dr. Fred Abitia, Industrial Technology Area Coordinator; Cindy Baker, AICC President and Packaging Program Advisory Board member; Robin Jackson, ICPF President; Greg Tucker, AICC Region 1 member and Packaging Program Advisory Board member; Walter Rice, COB Associate Dean; Bill Boynton, COB Dean; and Steve Klein, Vice President of Sales at BARCO Artios.

Private Gifts Summary

Fiscal year 1999 again showed solid progress in achieving increased private support for the College of Business. Significant gains were made in unrestricted cash gifts in support of the Dean's Discretionary Fund and Academic Area discretionary funds, in endowments, and in in-kind gifts of software and equipment. Gift levels for each of the last three fiscal years are shown in the charts below. These totals do not include all contracts and grants received for services performed. Organizations which support the college through such contracts and grants, however, are included in the following donor recognition lists.



Organization Donors

1999 Recognition

(July 1, 1998 to June 30, 1999)

The College of Business would like to thank the following organizations for their generous support. Organizations are listed by groups based on their total level of support including direct cash and in-kind gifts, matching gifts, and support provided through contracts, grants and EMP (Engineering Management Program) Partner fees.

\$1,000,000+

Watkins-Johnson Company

\$500,000+

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\$300,000+

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Lori Stauffer '84
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Robert Thompson '86
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James '83 & Angela '83 Wagoner
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Alan Weinstein '89
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Scott Whitmore '74
Mark Steven Williams '87
Trina Williams '90
Stacey Wilson '97
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James Zurbuchen '81

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Joseph Abejon '78
Michael '80 & Sue '78 Abell
James Abella '94
Calvin Acord '78
Randolph Adler '83
Cathy Akers '94
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Marvin Alexander '69
Jacqueline Allen
Steven '76 & Patricia '89 Allen
Steven Alseth '79
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Leslie Amon '98
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Victoria Anderson '87
Terri Herko Anderson '86
Tracy '82 & C. Lynne '82 Anderson
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Glenn Antoniszyn '84
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Shirley Arceo '93
Clarke Arnold '87
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Nancy Baker '70
Walter Baker '78
Berkley '86 & Dorian '79 Baker

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Michael '82 & Patricia '81 Bangs
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Jacquelyn Barbara '65
Janelle Barkley '88
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Carmen Barone '94
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Karen Barstow '70
Susan Barth '77
John Bartlett '84
Michael '84 & Christine '91 Bashforth
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Marilyn Baum '83
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David Beaumont '93
Mark Beaumont '88
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Mardy Beggs '91
Michael Bek '97
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Danny Biesel
T. Roger Biltz '94
Cheryl Birch '80
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David '96 & Anne '95 Bitner
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Sue Robison Black '69
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Robert Bolt '79
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Cathy Breault
Steven Breiner '98
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Roderick Brown '79
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Kathleen Hedlund '90
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Aileen Kiernan '82
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Julie Kimbel '85
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Wendy Maul '86
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Thomas & Sally '87 McCormick
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Patricia McGregor
Patrick McGuire '89
Thomas McIntyre '70
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Michael Mitchell '84
Lawrence '89 & Barbara '89 Mitchell
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Michael '69 & Julie '70 O'Connor
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 David & Robin '87 Reese
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 Niels Udsen '80
 Philip '71 & Karin Valenzuela
 Denise Van Deuren '78
 Cynthia VanHorne '91
 Paul Vanni '93
 Betty VanSteenwyk '96
 Thomas '74 & Leslie Vassar

Dennis Vaznaian '72
 James Vella '79
 Frank Verdecanna '93
 John '81 & Deborah '72 Vial
 Stephen Viarengo '91
 Karen Victorino '94
 Steven Villaescusa '96
 C. Michael '83 & Kristin '83 Villopoto
 Katherine Vogt '85
 James Voos '82
 Charles Wagner
 Marilee Walb '93
 Larry Walker '63
 Karin Walker '89
 James Walker '89
 Bradley Wall '91
 Marti Wallace '90
 John Waller '74
 Robert & Kay Wardell
 Christopher Waters '85
 Cecilia Watkins '92
 Jason Watson '98
 Bret '91 Watson & Monica '92 Ulrich
 Cameron '86 & Mary Beth '86 Weaver
 Ian & K. Webb
 Lorraine Weiland '90
 Enid Wesner
 Glenn Whaley
 Jennifer Whitby '95
 Jeffrey White '91
 Corby '90 & Tonja '90 White
 Kevin '91 & Raquel '91 White
 Mark White '89
 Steve Wicht '81
 Mitchell Wicks '79
 Larry Wiemers '63
 Bruce Wilhelm '73
 Marcus Wilkins '81
 John Willhoit '78
 Zachary Williams '94 & Lauryce Shields '98
 Barbara Williams '71
 Rebecca Williams '85
 Elizabeth Williams '86
 Dennis Williams '71
 James Wilson
 Robert Wilson '63
 Edward Wilson '73
 Linnea Wilson '92
 Coyce Winn '74
 Teri Wissler '91
 William Witt '88
 Melanie Woiwode '92
 Gregory Wolf '87
 Timothy Wolfe '83
 Thomas Wolfe '83
 Julie Wolfe '88
 Benjamin Wolfe '93
 Alvin Wong '88
 Wilbur Wong '89
 Vincent Wong '89
 Traci Woo '88
 Russell Wood '81
 Casey Wood '97
 Steve & Roxy Woodard
 Gerald Woodcock '66
 Alison Wooden '88
 Christine Wortley '97
 Shannon Wurster '95
 Eugene Wyllie '74
 Donald Yamakawa '76
 Jeanne Yamamura '75
 Jennifer Yeatman '91
 Bradley '92 & Michele '92 Yellitz
 Danette Yoakum-Feldman '85
 Lincoln '61 & Deanna Young
 Henry '74 & Jeanette '75 Young
 Eric Youtsey '97
 Joseph Yurosek '91
 Ferdinand Zambo '97
 Jane Zander '91
 Paul Zebb II '77
 George Ziccardi
 R. Bruce Zimmerman '82
 David Zwarg '85
 Lawrence '81 & Leslie '82 Zwissler

Dean Welcomes Two New Advisory Council Members

Dean William Boynton is pleased to welcome **Horacio Saavedra** and **Toni Sommer** to the Dean's Advisory Council. They will be welcomed at the October meeting of the Council and will each serve for a term of three years.

In his current position as Ground Systems Center Business Manager for TRW in Whittier, Saavedra is



Horacio Saavedra

responsible for managing resources for a vertically integrated organization which designs and produces Operational Ground Equipment and Test Systems for aerospace applications. He is a member of the management team which directs the organization's long

term strategic goals and ongoing project performance. Saavedra's 20 years of experience in finance and business roles with TRW Space and Electronics has given him extensive experience in operations management of capital and resource intensive organizations.

Saavedra earned a Bachelor of Science degree in Business Administration, with a Marketing Management concentration, at CSU Los Angeles. He is an assistant coach for Whittier Area Youth Soccer, Secretary of the Affirmative Action Advisory Committee, Chairman of the Division Success Share Committee, and a Subcommittee Member of the Employees Charity Organization. Bicycling, camping, hiking, automobiles and history are his special interests.



Coming to the Council from Cuesta College is Toni Sommer, Dean of Instruction, Business Education, Engineering Technology and Human Development. Sommer moved to San Luis Obispo 13 months ago from the Los Angeles area. She



Toni Sommer

received a B.A. in Economics from the University of Hawaii in 1974 and a M.B.A. in Business Administration from Chaminade University, Hawaii in 1982. After teaching for two years in the Hacienda-La Puente Unified School District, Sommer came to Cal Poly for a Designated Subjects Teaching Credential.

From 1990-1998, she was employed by Mt. San Antonio College in Walnut as an instructor of marketing and management and as director of the Eastern Los Angeles County Small Business Development Center. At Cuesta College, she is administrator over all occupational programs as well as the National Science Foundation grant for high tech programs in a consortium of 9 faculty with 7 community colleges.

Sommer serves on the Advisory Board of One-Stop Career Centers, School-to-Career Steering Committee, and the Paso Robles Chamber of Commerce. She is a member of the California Cooperative Education Association and the California Community College Administrators of Occupational Education and volunteers as a guest speaker for chambers of commerce; universities, colleges, and high schools; Kiwanis clubs; Rotary clubs; Soroptimist International; radio talk and local cable television shows; various business and trade organizations; and business conferences.

Living in the north county with her husband Stephen (an Ornamental Horticulture grad from Cal Poly) and 3 children (Mali, Tracie, and Shaylin), Sommers notes that "I turn into a farmer's wife at night when I help my husband run our wholesale nursery business."

Grads Enjoy Reception

Enjoying the first-ever College of Business Graduation Reception are **Anita Champion** (Accounting grad), **Tad Miller** (Accounting Area Coordinator), **Janice Carr** (Accounting faculty), and **Cortney Gerhardt** (Accounting grad).

The event gives the Dean and faculty an opportunity to congratulate College of Business graduates on their hard work and achievements at Cal Poly, and to wish them well in their personal and professional lives. Best of luck, grads!



The M.B.A. Alumni Association Wants You!

Submitted by Kerry Morris

Cal Poly's "learn-by-doing" philosophy has been a spectacular success over the years. It was truly a philosophy that was before its time. But times are changing. Learning at the "Speed of Technology" is perhaps a more apt tag line for today's COB and M.B.A. student. To be competitive in today's job market, students can't just complete the curriculum – they have to be innovative, cutting edge, and in some cases, bleeding edge. A full toolkit is the best provision when moving into uncertain territory. The Cal Poly M.B.A. Alumni Association (MBAAA) has recognized this and is taking action.

The Spark – The MBAAA was created in the summer of 1998 after a number of former M.B.A. students joined together for the purpose of renewing friendships and contributing something to the program. It was recognized at that time that we had great students and great professors, but that we may not have had the optimum environment for increasing enrollment and building a nationally recognized program. While on summer internship, a few of us determined that we would apply the match to the gasoline and get the fire burning the following year!

Genesis – Since that time, the students of the Class of 1998 have put up a considerable amount of money and time to get the MBAAA up and running. The MBAAA is incorporated in California as the Mustang Education Foundation, a nonprofit 501c3 California corporation whose sole purpose is contributing to the M.B.A. program. Per our charter, we cannot provide individual scholarships, but can promote innovative learning activities,



An Enterprising Talk

The April meeting of the EMP Industry Partners featured a presentation by **Tony Cavotta**, Sun Microsystems, on the "State of Enterprise Computing."

The theme of the EMP Executive Seminars was Project Management and Information Technology and featured executives from Cadence, Chevron, Ericsson, HP, IPS, Lucent, Pacific Bell, PG&E and PeopleSoft.

In November, students and faculty from 13 universities nationwide will join industry leaders at the annual National Leadership Coalition Recruiting Forum in Ann Arbor, MI.

Alumni Update

Class of 1967

James T. Biles made a career change, and is now working for Allied Technology Associates as a Computer Systems Engineer. He and his wife, Patsy, and their son, Chris, currently reside in Barstow.

Class of 1970

Marjorie Hasley printed a book entitled, "Beginning Macintosh Instruction."

David Lipp is the Department Chair of the Computer Information Systems area at the Woodbridge Campus of Strayer University. He is also involved in the reaccreditation of the institution as a member of a study group involving faculty qualifications.

Class of 1971

Howard Bain accepted a position as Executive Vice President at Informix Corp., the technology leader in enterprise database-powered solutions. He was previously the CFO of Symantec Corp.

Class of 1974

Anthony Fillius is the Western U.S. Director of National Accounts at Bracco Diagnostics Inc. He has won two award trips, to Bermuda and Costa Rica.

Janel (Jensen) Sizelove accepted a new position as Controller at Luna Vineyards. She and her sons Jay and Andrew are living in Napa Valley.

Jim Datter accepted the position of Vice President of Sales and Marketing for Surveyor Corp.

Class of 1977

Carey Tosello has joined the Northwestern Mutual Life office in Bend, Oregon.

Class of 1980

Paul Dumas and his wife, Gabrielle, had their first child in September. Paul is working as the Director of Finance for Remedy Corp. He recently spent six months living and working in Switzerland.

Mark T. Nordstrom is the Vice President of Operations at Huntair, a manufacturer of clean rooms and air handling equipment. Huntair is also Oregon's 8th fastest growing company.

Class of 1982

Marianne (Issaeff) Soin is working at Acorn Asset Management, Inc. in Sacramento. She lives in Folsom with her husband, Peter, and their two children, Luke and Suzy.

Robert Sator holds the position of Vice President of Finance and Administration for MarketFirst™ Software, a pioneer of software for marketing automation in the enterprise.

Class of 1983

Ryan Lebs took a new position with Sylvan Union School District as Director of Facilities in Modesto.

Byron Quentin Lilly married Maryam Soleimani. Byron is Chief Operating Officer at Technicolor.

Jeff Pankratz, the founder of the Community Organizations Legal Assistance Project Inc. (COLAP) in Indiana, is moving on to the Enterprise Foundation in Washington D.C., where he will assist community groups nationwide in boosting their capacities for investment and involvement. Pankratz founded COLAP, an organization designed to assist community oriented groups with their legal needs, while studying law at Indiana University, Bloomington.

Class of 1984

Montgomery Myers is a partner with PricewaterhouseCoopers.

Toni Nelson was promoted to Director of Marketing - National High Technology Group at Deloitte & Touche.

Class of 1985

Dena Cagliero was awarded the Vice President's Award for Sales Performance in 1998 at Merck U.S. Human Health.

Dawn A. (Macura) Kohlman is the Vice President of LIP IVO, and recently acquired a 50% interest in

f r o m p a g e 1 5

Alumni Association

research, and enhancements to the curriculum. The individuals involved with the MBAAA are able to provide networking opportunities for summer internships and career moves. We have members who work for IBM, Hewlett Packard, Deloitte Consulting, and Ernst & Young, to name a few.

What have we done thus far? To date, we have conducted a Career Seminar to assist first-year students in finding internships and second-year students in finding career opportunities. This effort was conducted with the support of the COB and Dr. Mike Levenhagen. We will return for a follow-up seminar this fall. Last fall, we also conducted our first annual alumni retreat. We are represented on the COB Advisory Council by Rob Theilscher. Rob was one of the founding members of the organization. On the social side, we invaded Napa Valley during the fall harvest season in 1998 and indulged ourselves while renewing friendships.

Where are we going? Our mission for the coming year is to increase visibility for student internships; disseminate job contacts for graduating students and alums; increase membership and the level of technological innovation of the program and number of learning opportunities for students.

Learning at the "Speed of Technology" is about leveraging technology to provide a challenging, innovative, and creative learning environment that will attract high quality students and faculty. A number of ideas have been put forth under the Learning at the Speed of Technology initiative. These include incorporating laptop-based instruction into the integrated core, wireless networking in the classrooms, laptop touchdown stations in the lounge, computer-based training for foundation-level skills, support for innovative learning experiences such as the business simulation competition, and gratis consulting for community organizations.

How can people get involved? We have set up a volunteer-supported web site at www.calpoly.mba.com to provide a forum for people to get involved. For a small tax-deductible donation, MBAAA members can enter their contact information into our database and keep in touch with classmates. We also publish a newsletter twice a year highlighting activities and accomplishments.

Next Steps – Programs such as Haas, Anderson, and Stanford thrive as a result of financial support and continued involvement of alums. We will succeed in bringing the reputation of the Cal Poly M.B.A. program in line with the reputations of programs for which Cal Poly is better known – engineering, architecture, and computer science. I encourage all of you who have enjoyed the benefits of the Cal Poly M.B.A. program to get involved in turning this program's potential into reality. Let's ensure that the students who walk our path have the tools that they need to take their places alongside us in the workplace.

CPAA Honors Servatius

submitted by Cal Poly Alumni Association

The Cal Poly Alumni Association will bestow its first-ever Distinguished Service Award to longtime friend and supporter **Owen Servatius**. The ceremony will be held at



Owen Servatius

this year's Honored Alumni Banquet on Friday evening, Oct. 29, in Chumash Auditorium.

Servatius received his undergraduate degree from Cal Poly while serving as an assistant to President McPhee.

After earning his master's degree, he began a long career as one of the most popular and honored teachers in Cal Poly's history, also serving for more than 30 years as secretary, regional point person, and spokesperson for the CPAA.

The Owen Servatius Scholarship Fund is still a wonderful way to remember and honor this incredible Cal Poly professor and supporter. For more information, call Leslie McKinley at 805-756-6174.

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Alumni Update

the company. LIP IVO has been manufacturing and distributing lip balm since 1903.

Scott Monfort is enjoying a position as the Division Manager for Sicon International, a small computer peripherals company located in San Jose. He is helping to market storage, portable and hand held products to the small business and retail markets.

Class of 1986

Janet (Ramirez) Gibbens will be receiving her Website Design Certification at the end of 1999. She and her husband, Jonathan, reside in Newark.

Martin Gopelt has been enjoying an exciting and challenging position as Vice President, International with Comerica Bank.

Amir Mohajer and Karen (Hukee) Mohajer have two daughters, Amanda and Amelia. Amir works at Netscape as Director of Distribution of North American Sales, and Karen owns her own printing and advertising business called Logofun Products.

Class of 1987

Sean R. Cooper is the Production Manager at Schlumberger, a major supplier of test equipment for the semiconductor industry. He and his wife, Cindy, recently celebrated their daughter Heather's first birthday, and are residing in Moorpark.

Scott Law has been the Director of Finance at Warner Brothers for five years. He and his wife, Carrie, have a son, Joe, and recently celebrated the birth of their second child.

Class of 1988

Cindy (Evans) Cameron and her husband, Jim, have their hands full with twin boys, age three. Cindy owns her own consulting firm, Cameron Consulting, which specializes in marketing and tradeshow consulting.

Harry Domicone was elected to tenure faculty at California Lutheran University in Thousand Oaks.

Paul Fehlman has accepted a position as Vice President and Treasurer of Global Industrial Technologies, Inc. He had been working as Assistant Treasurer since 1997.

Mike MacFaden and his wife, Monica, recently celebrated their one-year wedding anniversary. Mike works at YAGO Systems, a start-up company bought by Cabletron Systems, and was recently promoted to the position of Development Manager.

Class of 1989

Karen (Maurer) Creighton changed positions from private sector to the public sector, and is now working for the Department of Corrections, contracting for medical services on behalf of inmates within California.



Above: Eagerly awaiting the birth of their first child, Stuart and Anne Crosby attended the San Diego alumni reunion in La Jolla. They welcomed Spencer James Highland Crosley to their family Sept. 9.



Right: Carlos Coria ('97) and wife Maria are the proud parents of Catalina Maria.



Left: Kyle Conrad was born in July 1999 to John and Celia Millis.

After living overseas and completing his M.B.A. at the University of San Francisco McLaren School of Business, **John Palladino** is working in the Internet and Software Solutions Group for the Xerox Corporation. As the Director of Business Development, John is responsible for Xerox's digital property rights management solution, or ContentGuard.com. In his spare time, he plays golf and is a member of The Guardsmen of San Francisco, a charity that raises money to send underprivileged children to summer camp.

Michael Selfridge was promoted to Manager of the Rockville Practice for Silicon Valley Bank, a wholly owned subsidiary of Silicon Valley Bancshares. As Manager, Selfridge focuses on emerging growth companies in the region encompassing Washington, D.C., Pennsylvania, Maryland and Virginia.

Class of 1990

Kari (Mingus) Barton is working at Verisign, Inc., an internet security company. She and her husband, Brian, married in February of 1998, and currently reside in Los Altos.

Sean Cryan married Monica Liotta, and obtained his teaching credentials after graduating from Cal Poly. He then traveled extensively with Lindamood-Bell Learning Processes, and now

teaches 7th grade math and science at a school for learning disabled students.

Rob Hagen has been promoted to the newly created position of co-president of Avnet Asia. He helped lead Avnet's deployment of a client/server system across Hong Kong and Avnet's Southeast Asian operations, and was instrumental in establishing centralized warehouse and regional headquarters in Singapore.

Class of 1991

Reid Hanson worked at Chevron for five years after graduating, and then completed his M.B.A. degree at Haas School of Business (UC Berkeley). He is currently a Financial Analyst at Advanced Micro Devices.

Terri (McGuigan) Furrer and **David Furrer** (1989 marketing grad) celebrated the birth of their second child, Brian David, on January 22, 1999. The Furrer Family resides in Rocklin, CA.

Annette (Villasnor) Mackaness married Jim Mackaness in 1996. They have a son, Matthew. Annette works at Netscape as a Senior Marketing Manager in the Marketing Communications and Demand Creation Department.

Tamara and **Mark McInerney** recently celebrated the birth of their son, Kevin.

Julie Sokol and **Wes Shimabuku** (Class of 1989) were married on the Cliffs at Shell Beach in 1996. They are now living and working in Tokyo, Japan. Julie is working with Andersen Consulting and Wes is an associate with a Japanese-based business seminar and teaching organization. They are enjoying living abroad and traveling throughout Asia.

Diana Tsoi is enjoying a position as a Tax Manager at The Gap. In her spare time she enjoys running marathons, and recently completed the Honolulu and San Francisco Marathons.

Class of 1992

Don Bobo, his wife Andrea, and their daughter Holly, moved to Paris where he took a position as Manager of International Development Programs for Air Liquide, a global industrial gases company.

David Brown married Teresa Brown, and they are residing in Arizona. David founded his own consulting firm in 1993, which specializes in new business ventures.

John and **Celia Millis** celebrated the birth of their son, Kyle Conrad, in July, 1999.

Class of 1993

Frank E Verdecanna married Pebbie Lee. Frank is employed at Interlink Computer Sciences and was promoted to the position of Corporate Controller.

Class of 1994

Michael Bameich lives in Santa Maria with his wife, where he is employed as a firefighter for the city.

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Alumni Update

Brian Cover works as an Audit Manager for Ernst & Young LLP, and will be transferring to a new location in Reading, UK.

Jeffrey Esposito accepted a job as Business Manager for KNBR/KFOG/KSAN/KTCT Radio Stations.

William and **Alicia O'Brien** are proud to announce the birth of their daughter, Samantha. William is employed as the Vice President of O'Brien's Supermarkets. He is also actively involved in the Riverbank Community, as President Elect of the Riverbank Chamber of Commerce and as City Councilman.

Jeff Sokol and **Debbie Siu** (Class of 1993) were married in Newport Beach in 1998. They live in southern California. Jeff is a CPA with Deloitte and Touche, and in the evenings is working on a Masters in Business Taxation. Debbie is part of the Financial Services industry group with Andersen Consulting. Jeff just returned from France where he followed the Tour de France bike race and even enjoyed some riding in the official course himself.

Jennifer J. Steck married Troy T. Seitz. Jennifer is employed as a senior vice president of marketing, and Troy is a marketing research analyst in the financial industry.

Class of 1995

Jeff Oliver and **Holly Chapple**, both Class of 1995 Business graduates, are engaged to be married. Jeff is employed at Cal State San Bernardino as an instructor and basketball coach.

Erica Jenkins is enjoying a position in the International Sales department at Seminis Vegetable Seeds, Inc. She and her husband, Chris, were married in June of 1998 and reside in Ventura.

Class of 1996

Cathryn Bankhead was working as an accounting manager, but took a recruiting position with Accountants NOW! She also purchased her first home, located in Willow Glen.

Matt Chang has accepted the position of Marketing Services Coordinator at Pictureworks Technology, Inc.

Tracy (Hanson) French is enjoying a new position as National Account Executive for Dr. Pepper/7-Up Inc. in Plano, Texas.

Molly Leonard is employed as a Corporate Recruiter at JGI.

Wendy Leung is enjoying a challenging position as Systems Analyst for Varian Medical Systems.

Class of 1997

Steven Allen received his broker's license after graduating from Cal Poly, and worked in commercial real estate for a year in San Francisco. He is now a Broker Associate at Coldwell Banker Commercial in Capitola.

Be True To Your School!

COB alumni turned out in force for a College of Business alumni reunion held in Santa Clara last May. The event brought COB alums together to share their experiences, greet old friends, and have an opportunity to talk with faculty and staff from the good old days!

The College of Business also held alumni reunions in San Diego in August and Texas in September.

Plans are being made for reunions in Los Angeles, Long Beach and Newport Beach. If you know of other COB grads in your area who are interested in getting together, please contact Leslie McKinley at 805-756-6174 or by email at lmckinle@calpoly.edu.

Hawaii grads – are you listening?



Back row, from left: Ron Silva ('98), Tessa Leistiko ('97), Cathryn Bankhead ('96), and Allison Milliken ('97). Front row, from left: Mike Oliver ('98), Angela Bianchi ('98), Accounting Professor Janice Carr, An Bui ('97), and Dave Zaelit ('98).

Mark Bradt is enjoying a position in the Media and Communications group at Chase Manhattan Bank in New York.

Carlos Coria and his wife, Maria, recently celebrated the birth of their daughter, Catalina Maria.

Randall Gehlen is employed with First Security as a mortgage loan office at its Spokane Mortgage Production Center. He previously worked as a financial planner at R.E. Wacker Associates in San Luis Obispo.

Hannah Kim is employed with Fort Point Partners as a Manager of Training and Organizational Development. Fort Point Partners is a rapidly growing electronic commerce consulting firm in San Francisco, and is the leader in strategy and system integration for high-performance selling systems. Hannah and her fiancée, Eric Kanazawa, will be married on Oct. 16, 1999.

Deron Luzar and his wife, Michelle, are expecting their first child in November. It is a boy, and they plan to name him Tyler.

Maria Ramirez is enjoying a position as a staff accountant with The Certified Public Accounting Firm of Kasavan and Pope.

Christine (Wortley) Stabe and her husband, Justin, got married on July 24, 1999. They both work at Granite Construction Company, where Christine is a Marketing/QC Assistant and Justin is an estimator. They reside in a new home in Elk Grove.

Class of 1998

Jayne Cary is employed with PricewaterhouseCoopers in the auditing department.

Douglas Erickson is employed as a production supervisor for Hadco Corporation.

Ray Gaona is engaged to Rosa Lepe. He works at Nortel Networks, and was recently promoted to Architecture Planning and Standards Manager.

Tiffany Nash is employed in the Tax and Legal Services Group at PricewaterhouseCoopers LLP.

Sean Payne is engaged to **Amy Lutz**, a Cal Poly Mechanical Engineering 1999 graduate. They will be married in April of 2000. Sean is an information technology consultant at Kurt Salmon Associates in Los Angeles.

Class of 1999

Steve Barbaccia is a Manufacturing Project Manager at Silicon Graphics, Inc. He recently traveled abroad for one month before starting his new position.

Carina Burkhalter is engaged to Timothy Pacht, and is planning a wedding in the next two years. She is currently living in Fremont, and working for Visa.

Justin Demko resides in New York City, and is working as a Broker/Account Executive at CIBC Oppenheimer.

Jason Goelz is employed as an Investment Data Systems Analyst at Barra in Berkeley.

Kimberly Jackson is a Sales Representative at Simplex in Milpitas. She is the third generation of Jacksons to graduate from Cal Poly.

Jeff Roby has accepted a position as Sales Engineer at Cutler Hammer. He was also honored as a Nobel Laureate for Just-In-Time Principles.

Jen Yen has been accepted at Beijing University in Beijing, China. She will be taking intensive Chinese language (Mandarin) classes and teaching English to local university students.

Vanity E-Mail For Alums

What is fast, convenient, and often frustrating? Yes, electronic communication. We all love to be able to keep in touch with co-workers, friends, and relatives with the touch of a finger. But when we graduate, change jobs, or change our network server, our friends and associates begin to get replies that say "returned mail – user unknown."

The Cal Poly Alumni Association is establishing e-mail reflector service ("vanity e-mail") for all alumni. The service will provide an e-mail address that serves as a permanent forwarding system. Although the reflector addresses are not actual mailboxes (they do not store mail), a Cal Poly alum who moves either professionally or geographically would merely change one e-mail address to the link and continue to receive electronic communications. For example, if someone named John Smith graduated in 1975, his permanent vanity address might be jsmith75@alumni.calpoly.edu. John's vanity e-mail would be self-service and he would maintain his own site on the alumni website at alumni.calpoly.edu.

The service is scheduled to be available to all COB alumni after Nov. 1. For details, or to sign up for the service, go to the website at www.alumni.calpoly.edu and click on "free email forwarding."



Seven Alums Recognize Mystery Photo

This picture was correctly identified by seven alums as one of **Dr. Overmeyer's** Collective Bargaining Classes. The picture was taken in about 1968.

Some of the folks in the picture have been identified as: **Brian Childs, Sandra Mauser, Carol Lawrence, Pete Dorn, Wayne Griffin, Dennis Maher, Joan Bordine, William Schwin, Bonnie Lamb, Edward Makai, Don Wasson, Mike Mowat, Mollie Fossatti, Gennaro Filice, Tom See,** and of course, **Dr. Overmeyer**.

As former student, Tom See, so eloquently stated: "What fun! Dr. Overmeyer was an inspiration to many of us. Tough as nails, but sincerely interested. He was interested in the development of his students. His stories were

full of real adventure, if you could imagine it happening in the business world. He lived during the evolution of the trade known today as Human Resource Management. This course was one of my best experiences at Cal Poly and it truly prepared me for the trade I chose. Doc taught two other classes that cemented my career path. These were some of the classes that caused the term, 'learn by doing,' to come about."

Our thanks to **William Carter ('68), John Cinatl ('68), Marla deMarco ('72), Lee Doble ('68), Barbara Kaping ('71), Summer Oram ('99)**, and **Tom See ('68)**. Each will receive free tickets to the Cal Poly Homecoming Game on Oct. 30, 1999 against Portland State and will be hosted at dinner that evening by **Dean William Boynton**.

COB Advisory Council and Area Advisory Boards – Cudos!

The College would like to take this opportunity to thank the members of the COB Advisory Council and three area Advisory Boards. These business leaders travel to campus, two, three, or more times each year to advise, support, and promote the COB. We acknowledge their generous gift of time and appreciate their valuable input.

COLLEGE OF BUSINESS ADVISORY COUNCIL

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Terri Reay, Managing Director, La Cuesta Motor Inn

J. Russell Roy, General Manager, Roy & O'Connor, CPAs

Horacio Saavedra, Ground Systems Center Business Manager, TRW Space & Electronics Group

Lee Sneller, Vice President, Manufacturing, Sunrise Medical, Mobility Products Division

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John Hamon, Owner, Hamon Overhead Door Company

Stephanie Harkness, CEO, Pacific Plastics & Engineering

Glenn Hoffman, III, RAYCHEM

Robert S. Holley, Vice President, Chubb Group of Companies

Frank J. Levy, President, Stellamcor, Inc.

Tom McConnell, President, Prince Lionheart

Larry Miller, Electrical Engineer, Integrated Designs by SOMAM

Ryan D. Parsons, New Product Development Analyst, Indus International, Inc.

Chris Penner, Senior Consultant, Deloitte & Touche

Dianne Sementelli, Manufacturing Engineer, National Semiconductor

Susan E. Shea, Account Manager, Ortel Corporation

Ken Ueltzen, Vice President, Manufacturing, Packard Bell NEC

Robert Wheeler, Plant Manager, General Mills

Dianne Yoder, Consulting Systems Engineer, Bank of America

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College of Business Directory

COB Information 805-756-2704

COB Web site www.cob.calpoly.edu

COB Fax – Faculty 805-756-1473

COB Fax – Dean’s Office 805-756-5452

Dean’s Office 805-756-2705

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 Associate Dean: Dr. Terri Swartz
 Associate Director of Advancement
 & Alumni Relations: Leslie McKinley
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 Administrative Assistant: Kathy Nutt
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Supervisor: Sharon Ledbetter

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M.B.A. and EMP 805-756-2637

Director: Dr. Earl Keller
 Administrative Assistant: Sarah Pahlow

**Master of Arts in Industrial
 and Technical Studies** 805-756-1618

Director: Dr. Anthony Randazzo

Calendar of Events

October 29

COB Advisory Council
 Cal Poly Homecoming begins

October 29 & 30

Cal Poly Homecoming continues

November 6

Parents’ Day

November 11

Veteran’s Day holiday

November 25 & 26

Thanksgiving holiday

December 2

Reception for December Graduates

December 11

Fall Commencement

December 23 & 24

Christmas holiday

December 30 & 31

New Year holiday

April 14

Open House

June 13

Spring Commencement



California Polytechnic State University
 San Luis Obispo, California 93407

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