



# California State University **MONTEREY BAY** College of Business



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## College of Business Insights 2015 - 2016

## College of Business Mission

- We promote our students' success in their chosen careers with business knowledge and skills developed through engaged teaching and learning.
- We provide integrated, hands-on education and responsible engagement with real-world challenges.
- We support positive organizational outcomes and regional development through practice-based research and collaboration with community partners.

@ 2015 David Wakely Photography

Excellence ~ Collaboration ~ Passion ~ Integrity ~ Innovation ~ Responsibility

## Dean's Message



Student success and academic excellence are two of CSUMB's strategic pillars. In this issue of our newsletter, we celebrate the achievements and success of our COB students as another academic year ends.

We also celebrate the academic and administrative excellence of our talented faculty and outstanding staff as we continue to build a business school that values quality, access and diversity. Outstanding alumni provide the impetus for renewed striving for academic excellence.

New programs, new student success initiatives and regional collaborations provide guideposts for continuing to reach for differentiation and

excellence as we move forward toward AACSB accreditation which will put us among the top 5% of business schools in the world.

Our donors have provided critical support as we build our still young business school. The naming of the Joel and Dena Gambord BIT building this spring signifies a watershed event for CSUMB marking the generosity of two remarkable individuals. The signature gifts of Kathy Kobata, Kevin Murphy, Bashar Sneeh, and Jackie Wendland and the specific program related gifts of FORA and AT&T through the leadership of Michael Houlemard (FORA CEO) and Bettye Saxon (AT&T Regional Director) provide scholarship support and increase our regional impact through the iiED, Diamond Key, Internship Excellence and other programs. Thank you for an impactful year!

Shyam Kamath, Ph.D.  
Dean

*LEAD ~ SERVE ~ THRIVE*

“ You are the future  
**BUSINESS LEADERS**  
of America.  
– Shyam Kamath ”



Dean Kamath inspires high school students at the Junior Achievement Business Plan Challenge



Pictured above L-R: Chancellor Tim White, President Eduardo Ochoa, Dena Gambord and Joel Gambord

“

*Entrepreneurial interests are close to my heart. We're hoping to encourage and develop entrepreneurs. We want students to learn how to give themselves and others employment. I'm excited about the prospects for students.*

– Joel Gambord

”

## **BIT Building Gets a New Name Donors of Transformational Gift Honored**

On February 25, 2016, a ceremony was held to unveil the sign on the newly named Joel and Dena Gambord Business and Information Technology Building. The building was named in honor of the Gambords and their generous \$10 million gift, which will fund an endowed professorship in business entrepreneurship in Joel Gambord's name, and an endowed professorship in nursing in Dena Gambord's name.



# A GLOBAL PERSPECTIVE



## Making International Connections

By Dr. Marylou Shockley, Chair of the College of Business and Professor of Management and International Business

In an ever shrinking world, adopting a global perspective is essential in the development of our students. Courses aren't the only place College of Business (COB) students are exposed to different cultures. The campus-wide push for an increased international student population enhances COB students' academic experience. This past semester we've had both degree seeking and short-term international students from all over the world in our classrooms. Students from each continent, except Antarctica, were present on our campus.

International students add a human element to our classrooms that can't be taught. COB students are also going abroad in ever increasing numbers each year. I work with individual students and the study abroad office to help ensure students are able to go abroad and remain on track to graduate in a timely manner. I encourage our students to take advantage of one of the many wonderful opportunities to go abroad for a semester or a year. My hope is that they will establish friendships with their counterparts from all over the world, increasing their understanding of and appreciation for other cultures.

## SPRING 2016 Faculty Research & Intellectual Contributions



(L-R) Dr. Jenny Lin, Dr. Nicolas Dahan, Dr. Christina Zhang, and Dr. Chi-Chun Chou

Dr. Jenny Lin, Assistant Professor – Marketing  
Jones, W. J., Vijayalakshmi, A., and Lin, M. H. (2016)  
“Instructing Students on the Use of Behavioral  
Assessment in Sales Hiring,” *Journal for Advancement  
of Marketing Education* Vol. 24.

Dr. Nicolas Dahan, Associate Professor – International  
Business & Strategy  
Hadani, Michael, Bonardi, Jean-Philippe, Dahan,  
Nicolas (forthcoming 2016) “Corporate Political  
Activity, Public Policy Uncertainty and Firm  
Outcomes: A Meta-Analysis,” *Strategic Organization*.

Dr. Christina Zhang, Assistant Professor – Finance  
Altinkilic, Oya., Hansen, Robert S., Zhang, Christina.  
(April, 2016). “A model of the IPO Underwriting  
Contract and Selected Evidence,” *Proceedings of the  
52nd Eastern Finance Association, Baltimore, MD.*

Dr. Chi-Chun Chou, Associate Professor – Accounting  
Chou, C. C., C. J. Chang and J. Peng. 2016. “Integrating  
XBRL Data with Textual Information in Chinese: A  
Semantic Web Approach,” *International Journal of  
Accounting Information Systems* Vol 21.

# STUDENT SPOTLIGHT

**K**atherine McKoane is Vice President of Alumni Relations & External Affairs, Alpha Kappa Psi. Like many students, Katie didn't have a specific career in mind when she started college, but she knew a degree from the College of Business would be applicable in many professional environments. Katie's internship experience includes The Inn at Spanish Bay, Pebble Beach and C.H. Robinson. She helped establish the Alpha Kappa Psi professional business fraternity at CSUMB. She also studied abroad in Osnabruck, Germany. She encourages students to get involved and build strong relationships with peers, faculty, staff, and administration.



**A**ccounting Society President, Yolanda Rosebraugh, started out at UCSC, but wasn't ready for college and left to pursue other directions. Years later, Rosebraugh returned to school, earning five associate's degrees at Cabrillo College. Encouraged by her accounting professor to pursue a career as a CPA, she transferred to CSU Monterey Bay to earn her bachelor's degree. Landa has been active in the Business Club and Accounting Society, and with the VITA United Way tax assistance program. She also interned with Ryan & McDonald in Salinas. "[My kids] are very encouraging to me. They say I work harder than they thought possible," says Landa. Her children have gained a better idea of what to expect from college, and that it's never too late to learn.



**H**usaina Bhajjee, from Fullerton, CA., is President of the CSUMB Business Club. She grew to love CSUMB by taking part in programs and extracurricular activities. Husaina chose the BSBA major because she wanted to be a "businessman" like her dad since the age of five. Upon graduating, she plans to work for a few years before going back to school to pursue an MBA. Her goal is to own and operate her own company. Her advice to students: "Join a club right away! Enjoy your college experience. No matter where life takes you, don't just survive it, own it and make it yours."



**C**hris Pon saw the advantages CSUMB's small campus –close connections to faculty/staff, campus support, and favorable student to faculty ratios. Chris has been active in Sports Club Council, Otter Student Union and the Business Club. Chris advises fellow students, "Get involved in a club or sport on campus." Participation helped Chris become a better public speaker and advocate. Chris currently works at Blue Sky Lodge in Carmel Valley and for iiED. Upon graduation, he looks to grow his career in the hospitality industry.

## ALUMNI



EMBA Alumnae:  
Bethany Mayer, President and CEO of Ixia

"I'm a life-long learner and really wanted to get my master's degree. Getting an MBA online through a state school with a strong reputation was ideal for my circumstances," says Bethany Mayer. Mayer is president and CEO of Ixia, a globally-traded, public company with more than 1,700 employees worldwide. She currently serves on the CSUMB Business Advisory Council. The Bay Area native got her start at Lockheed Martin working on classified projects developing stealth technology for fighter aircraft. Career highlights include Apple, Cisco, and Hewlett Packard, where she served as Vice President of Marketing for the \$30 billion server, storage and networking business unit. Then came CSUMB while she continued to pursue her business career.

After graduating from the College of Business' online MBA program, Mayer moved into general management, serving as Senior Vice President and General Manager of Hewlett-Packard Networking, a \$2.5 billion business unit, before becoming President and CEO of Ixia. She was recently named one of the "2015 Top 50 Most Powerful Women in Technology" by the National Diversity Council. "I didn't say no to non-obvious choices," Mayer said. "CSUMB was one. It was an excellent experience."

Extreme sports enthusiast Rafael Zamora envisioned Totali Action Sports as a CSUMB student. The expanse surrounding Fort Ord sparked his curiosity with what Zamora calls "transportation mobility with efficiency." He was introduced to the concepts of ecology, sustainability and commerce. It went from there.

His flagship product that supports these principles is the TSB-Freedom Electric V1.5, a battery-powered electric "platform" that can reach speeds of 30 mph. Resembling a large skateboard, the Freedom Electric is controlled by a wireless hand-held device that allows the rider to accelerate, stop and enable a cruise control. Other products in development will enable innovative personal modes of transportation.

Zamora loves owning a business in the action sports industry. One of the best things about it is the creative aspect, according to Zamora. Another highlight is the like-minded entrepreneurs that he has met along the way. "Out of my time at CSUMB," says Zamora, "the strongest influences on me were the friendships I made there. We've kept in touch through the years. It's an alumni family now, with friends thousands of miles away."



College of Business Alumnus:  
Rafael Zamora, CEO of Totali Action Sports

College of Business Donors



**“I wanted to honor my parents for providing me with the education that enabled me to succeed in my profession.”**

**– Kathy Kobata**

Kathy Kobata provided the first endowed scholarship gift to the College of Business accounting program, naming BIT building room 109 in honor of her parents. “With the sudden death of my mother in 2015 followed closely by the death of my father, I decided that providing a way for students with financial need to obtain their education would be the best way to thank my parents. I encourage every member of the community to attend the College of Business Showcase or Women’s Leadership Council meetings where students tell their stories of struggling to obtain their education. Those speeches were inspiring and led me to want to help them in some fashion. Everyone has to understand that no matter how small, every dollar helps.”



**“Funding Startup Challenge and the Small Business Development Center advances the regional entrepreneurial ecosystem and contributes to our collective economic recovery from base closure.”**

**– Michael Houlemard, FORA CFO**

The Fort Ord Reuse Authority (FORA) supports efforts to strengthen our small business community. As the regional agency responsible for overseeing the conversion of historic Fort Ord to civilian uses, FORA is tasked with rebuilding and repurposing the former base and creating the jobs and economic benefits that were lost through closure. FORA’s decision to be a key financial part of the College of Business’s student programs is a natural outgrowth of our central mission.



## AT&T Aspire Program Grant Funds Joint Program with the College of Business and Junior Achievement

Dr. Bettye Saxon (right), Regional Manager, External Affairs at AT&T, secured a grant of \$40,000.00 to support the CSUMB-Junior Achievement (JA) partnership. The program provides for college student facilitators, trained to deliver job training using the JA Career Success™ and the JA Be Entrepreneurial™ curriculum, to mentor 250 high school seniors in the Monterey Bay region during the 2016-2017 school year. The program will also include a business competition to develop students' entrepreneurial skills.

“Listening to President Ochoa’s plans for CSUMB, one of his major initiatives was ‘Cradle to Career’. The message strongly resonated with me,” says Bettye Saxon. “AT&T’s Aspire Program focuses on high school completion and college readiness so it was a natural fit. After sharing the vision of a collaborative project with Junior Achievement and the College of Business with Dean Shyam Kamath, he was just as excited as I was. The best part for me is starting from a vision and seeing it come together for the good of students on the Central Coast.”



### Murphy Family Foundation Gift to Family and Friends Scholarship Fund –

The College of Business expresses sincere appreciation to Kevin Murphy, CEO of Driscoll's, for providing a gift to CSUMB's Family and Friends Scholarship.

### Bashar Sneeh Scholarship Fund –

With gratitude for his generous gift, College of Business faculty office #322 will be named in honor of Mr. Bashar Sneeh, Dametra Restaurants, for establishing a scholarship fund for Sustainable Hospitality Management students.



### Jackie and Mark Wendland –

Jackie Wendland, recently retired former Corporate and Foundation Relations Director at CSUMB, provided a generous gift for student programming in her and her recently deceased husband Mark's name directed at the activities of the iiED in the college.

Pictured L-R: Dean Shyam Kamath, Jackie Wendland, Dr. Marylou Shockley, and Dr. Brad Barbeau

# Internship Excellence Program



“ I would absolutely recommend applying for an internship to anyone who is looking to branch out and take their tentative first steps into the real life work force.

– Deni Armas, BSBA Major & Intern with Carmel Public Library Foundation, Fall 2015

The College of Business Internship Excellence Program matches students to internships offered by regional organizations such as the Pebble Beach Company, Driscoll’s Berries, C.H. Robinson Global Logistics, Tanimura and Antle, the United Way, Marriott International, the Hyatt Regency, Granite Construction, the cities of Marina and Salinas, and the USDA. In the past 12 months, over 40 students have completed internships in organizations and firms in agribusiness, banking, education, government, hospitality, medical, non-profit, service and technology sectors. A number of these internships have led to career opportunities. Faculty, business leaders and student mentors provide guidance in academic achievement, internship placement, career placement and personal success.



Faculty member, Suzanne Kroeze coordinates the Career Gateway and Internship Programs.

The Career Gateway Job Placement Program is another great resource that connects students with firms and organizations to provide job placement opportunities in their field of study. CSUMB and the College of Business host several events throughout the year to provide our students with access to potential employers.

# Diamond Key Professional Development Program



Susan Szasz (left), Diamond Key Program Coordinator with guest speaker Tonya Antle.

The Diamond Key Professional Development Program is a new and unique program at CSUMB's College of Business comprised of a set of professional development modules delivered by successful business experts and faculty members. The goal is to help students build the essential skills, poise and confidence necessary for professional success. They leave prepared for real-world challenges by being business and society ready.

The Spring 2016 series kicked off with marketing professional Tonya Antle (left & below) presenting "Finding a Dream Job" utilizing social media and other avenues to maximum advantage. Other workshops covered interview skills, getting an internship, professional writing, emotional intelligence, networking, presentation skills, and business etiquette, presented by corporate etiquette consultant Cass Antle (right).



Cass Antle presented "Outclass the Competition" on business etiquette.

Students from across the University attended the workshops and participation doubled over last year. Dean Kamath recognized 5 graduating students who earned the Diamond Key Award (Ashley Stegeman, Daniel Lamb, Alec Monaco, Katherine McKoane, and Anthony Modenessi) shown below with Susan Szasz.

“ In today's competitive environment, certain skills set job candidates apart: poise, effective interpersonal and communication skills, and the ability to build and cultivate a network. The Diamond Key workshops build these skills and more, giving students the winning edge to get the job and then make the most of it. ”

– Susan Szasz, Diamond Key Program Coordinator





The Ninth Annual 2016 Business Showcase was held on April 21st to celebrate graduating students and local community leaders. This year's Business Leadership Award recipient was Rose Ann Woolpert, Graniterock Historian. The Community Leadership Award recipient was Susie Brusa, CEO of Rancho Cielo Youth Campus. Graduating student award winners included

Kailey Slusser as BSBA Outstanding Graduate; Anastasia Wood as BSSHM Outstanding Graduate; and Sherry Etoch for MBA Outstanding Graduate. The event featured 11 local restaurants and breweries. This year the College of Business honored over 60 graduating seniors who have maintained a 3.5 GPA in their Business courses.

*“As head of the division of Academic Affairs, I love April and May, it is a season of celebration and as I look out to all the people here, I am just humbled by the accomplishments of our students, the challenges they have overcome, their work ethic and the fact that we are almost at graduation.”*  
 - Provost Bonnie Irwin (pictured right)



Above R-L: Eduardo Ochoa, CSUMB President; Rose Ann Woolpert, Graniterock Historian; and Susie Brusa, CEO of Rancho Cielo Youth Campus  
 Below R-L: Dr. Sumadhur Shakya and student; graduating students; and President Ochoa, Dr. Dante Gregorio, Dr. John Avella, Dr. Jarrett Bachman, Ann Bixler, and Gill Campbell



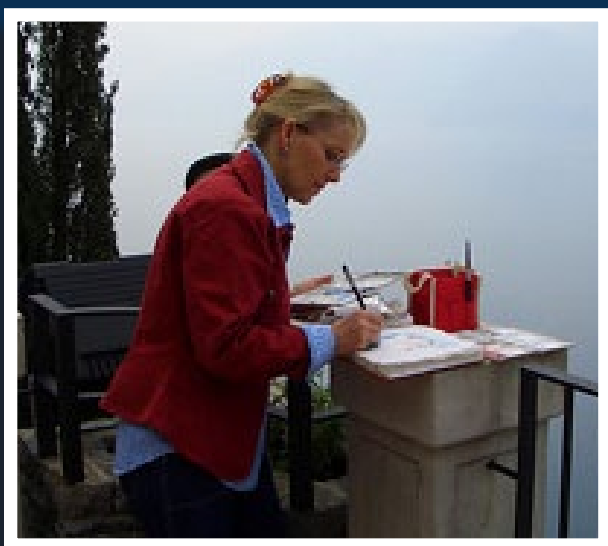
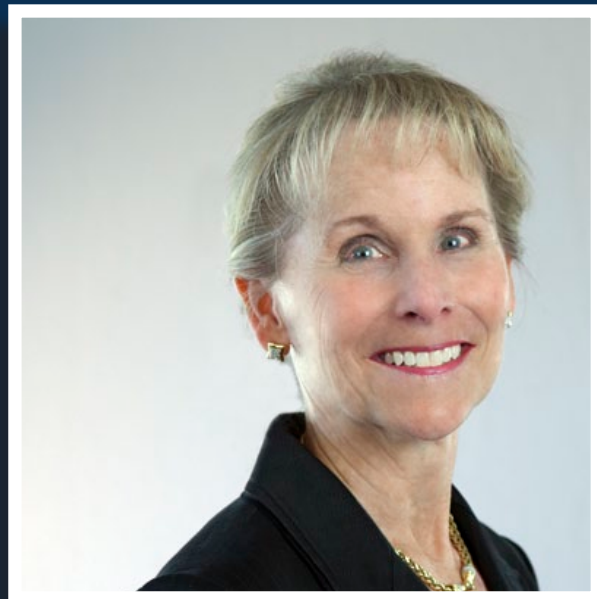
# ELSA JOHNSON

## Staff Excellence Award Recipient

In recognition of her outstanding leadership and service, Senior Budget Analyst Elsa Johnson, received the Dean's Staff Excellence Award at the 2016 College of Business Showcase on April 21st. "We are blessed to have Elsa Johnson lead our wonderful staff team and to have her as our guide, advisor and wise counselor as we grow and mature as a college," said Dean Kamath.

Elsa began her career at CSUMB in 1996, with the School of Business. She was the sole staff member until a year after the School became the College of Business in 2013, when two additional staff were hired. When she began, there were no systems for student records or advising, and no department procedures. She worked with the Chairs of the School of Business to create the systems which are now in place for the College of Business. Elsa has been invaluable in managing the college efficiently for the success of our students.

In addition to her professional career, Elsa has always been interested in art and has been studying nature and botanical illustration for the last twelve years. She also paints nature scenes and pet portraits. Samples of her work can be viewed on her website at [www.elsajohnsonart.com](http://www.elsajohnsonart.com). Her artwork is in collections throughout the U.S. When she isn't painting, she enjoys kayaking, hiking and traveling.



# Sustainable Hospitality Management Program Honors Outstanding Graduate

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*Students gain hands-on knowledge and skills*

needed to pursue careers in hospitality, including hotels, restaurants, resorts, festivals and events, ecotourism, attractions, and eco-recreation with a focus on green jobs in business and industry.

– **Dr. John Avella, Executive Director, Sustainable Hospitality Management Program**

”



Anastasia Wood was named 2016 BSSHM Outstanding Graduate for high academic achievement, extraordinary performance and exemplary character. She poured herself into her endeavors, including working as a research assistant for three semesters, collecting and analyzing data on the sustainability attitudes of visitors to Mazda Raceway Laguna Seca in Salinas, CA. She then traveled to Denver, CO, where she co-presented with Assistant Professor Jarrett Bachman at the West CHRIE Conference on Industry, Academics and Hospitality, normally open only to faculty and graduate students. The conference organizers were so inspired by her presentation, they decided to create a new scholarship which would enable undergraduates to attend in 2017. A single mom, Anastasia distinguished herself by maintaining a 4.0 GPA, while working tirelessly at home raising her children, as well as in her community volunteering in multiple organizations. “I know my hard work will pay off, and I’m looking forward to a bright future as I enter the workforce as a CSUMB graduate,” says Anastasia. Her professional aspirations include a rewarding career in the hospitality industry emphasizing sustainable business.

## BSBA Outstanding Graduate

**K**ailey Slusser, BSBA Outstanding Graduate, was raised in Folsom, CA, and came to Monterey as an incoming freshman. She graduated in May with a B.S. in Business Administration, with an accounting concentration. While attending school, Kailey has been involved with campus clubs and working on campus and in the community. She's worked for the College of Business, Driscoll's Berries and Stevens, Sloan & Shah CPAs. Kailey is a founder of the CSUMB chapter of Alpha Kappa Psi. She recently accepted a position at one of the big four accounting firms in San Jose. She plans to continue her education and obtain her CPA license.



## MBA Outstanding Graduate



**S**herry Etoch, MBA Outstanding Graduate, was born near Chicago and raised throughout the globe. She began grade school in Bahrain and graduated with her bachelor degree in Microbiology from Cal Poly San Luis Obispo. She went on as a post-baccalaureate at Cal State Bakersfield for her licensure in Clinical Lab Science. In her career in laboratory science she has both managed microbiology & serology sections of the lab and maintained affiliation with San Jose State University in order to train clinical lab scientists. She currently serves as the Manager of Microbiology and Laboratory

Education at Hoag Memorial Presbyterian Hospital in Newport Beach and Irvine, California. She aspires to venture into international healthcare organizations or perhaps explore self-employment.

## 2016 Ethics and Responsible Business Forum

“The Ethics of Artificial Intelligence: The End of Humanity As We Know It?”



“ Are we on the verge of extinction as machines are developed to the point where their intelligence exceeds ours? Or are we on the verge of a technological cornucopia where the capabilities of artificially intelligent machines will make work pleasurable and our lives infinitely improved? ”

– Dean Shyam Kamath

Will increasingly smart machines place the human race in the current position of gorillas relative to us? Will they destroy the human race when they become self-referent and self-replicating? Or will the human capacity to control AI create a very large and positive impact for humans? Will it lead to huge breakthroughs in science, education, economics and health which will be advantageous for the human race?

These were just some of the questions posed at the 2016 Ethics and Responsible Business forum, held on March 16th, co-sponsored by the College of Business and the School of Computing and Design. Presented in a “presidential debate” format, renowned speakers representing both sides of this complex issue squared off to provide an intriguing and informative afternoon for over 400 students, faculty, and community members.

Dr. Jerry Kaplan of the Stanford Center for Legal Informatics and author of *Humans Need Not Apply*, took the position that AI poses no threat at all. He does not see any existential risk for AI, given that it makes no sense to talk about machines as being “intelligent.” Presenting the opposite view was Dr. Stuart Russell of the UC Berkeley Department of Electrical Engineering and Computer Science, who has written about the perils of AI and is the author of a number of leading books on AI. Bud Colligan, Founder and Co-CEO of the Monterey Bay Economic Partnership moderated and the distinguished panelists included Karen Hargrove, venture angel and entrepreneur; Rick Hargrove, AI expert; Dr. Ira Pohl of UC, Santa Cruz; Dr. Ray Buettner of Naval Postgraduate School; Dr. John Beteaux of CSUMB; and Dr. Ellick Chan of Exponent, Inc.

In the end, the audience appeared to be evenly divided by a show of hands as to which side “won” the debate.



# Ethics and Responsible Business Forum Cool Tech Expo

More than 20 exhibits featured drones, virtual reality, and smart machines



## < PG&E's Gas-sniffing Vehicles

Sensors use lasers and mirrors to detect miniscule amounts of specific gases in the atmosphere, at sensitivities about 1,000 times greater than traditional instruments, for improved safety measures.

## Oculus Rift Virtual Reality Goggles >

A student experiences the thrill of a rollercoaster ride through a virtual reality simulation game.



## < Perception Neuron Motion Suits

Students wearing motion capture suits animate computer-based avatars to engage in virtual hand-to-hand combat.

Students: Matthew Johnson, Brian Zimmerman, Joshua Shallow

## Sea Robotics USV >

The Unmanned Surface Vessel (USV) "Albatross" is equipped with state-of-the-art high-frequency interferometric swath sonar for mapping of shallow water coastal habitats. The project is led by Rikk Kvitek, Professor in the School of Natural Sciences at CSUMB, and the Director of the CSUMB Seafloor Mapping Lab.



# Institute for Innovation and Economic Development

## 2016 Startup Challenge Monterey Bay

**O**ne hundred-twenty entrepreneurs and 89 companies from Santa Cruz, San Benito and Monterey Counties submitted applications in March to compete in 2016's Startup Challenge - a 30% increase over last year. On April 1st, applicants pitched their businesses to a panel of judges and 26 finalists were chosen. Finalists attended pitch workshops and received mentoring to prepare for Final Round presentations on May 6th. "They get advised and mentored by multi-million dollar entrepreneurs, and that encourages and inspires them," said Professor Eric Tao, with CSUMB's School of Computing & Design and founder and director of iiED.



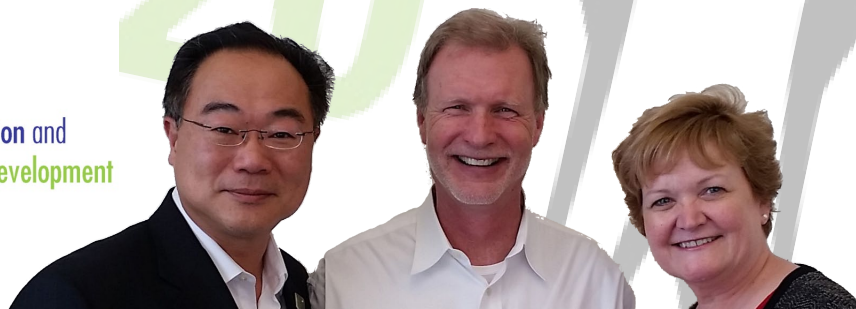
Patrick Zelaya and Jessica Gonzalez (above), developers of the winning Venture division entry Heavy Connect, software for farmers that uses mobile devices to manage employees and equipment. Credit: Jan Janes Media

Jake Reisdorf (left), a seventh grader at Carmel Middle School, is president of the family-operated Carmel Honey Company, which took first place in the Main Street division. The company's goal is to bring the best, real honey to area buyers.

Visit [www.thestartupchallenge.org](http://www.thestartupchallenge.org) for more details on the event and the winning companies.



**iiED**  
Institute for Innovation and  
Economic Development



**“ We’re positioning the iiED as a convener and catalyst for developing the tech ecosystem in the tri-county region through our focused events and programs.”**

– Brad Barbeau, PhD  
iiED Executive Director

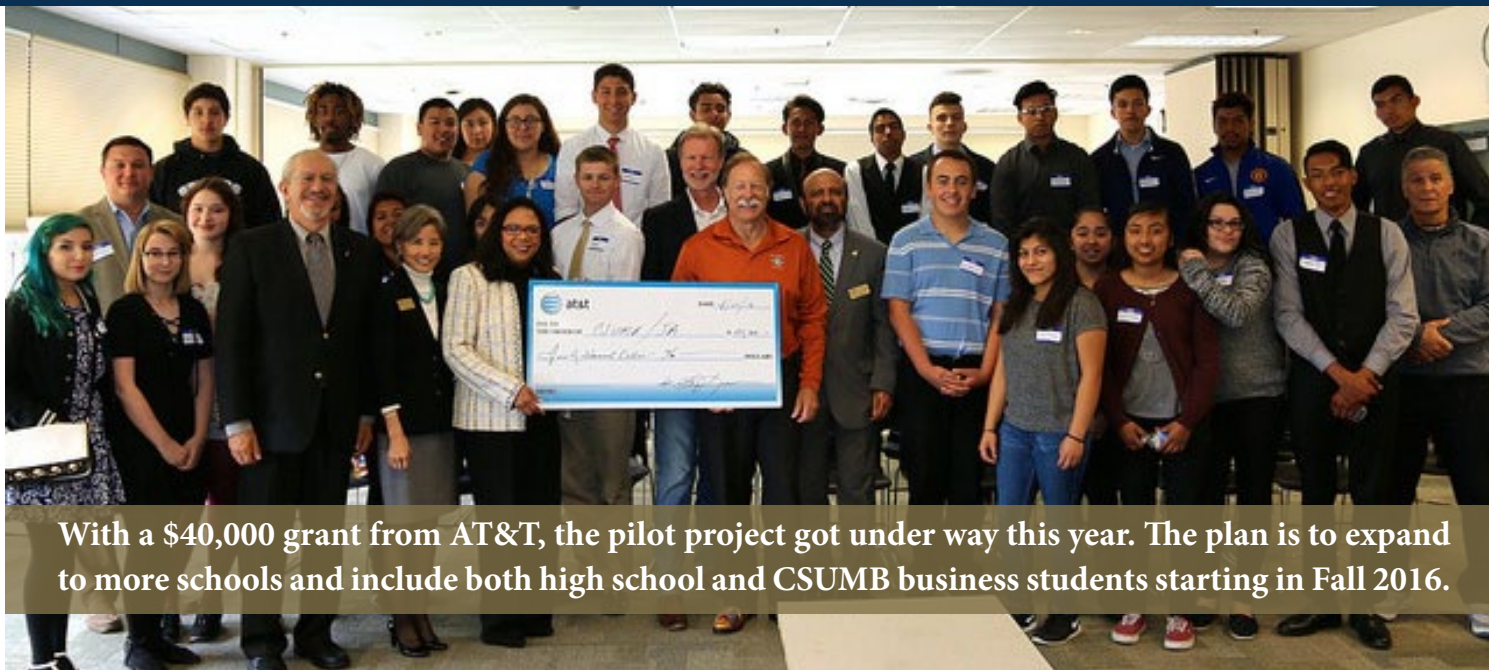
iiED Leadership (above L - R): Eric Tao, PhD, Director; Brad Barbeau, PhD, Executive Director; Mary Jo Zenk, MBA, Program Manager

### Additional iiED events -

**Entrepreneurship Forum** This semester's forum entitled "Women in Entrepreneurship" addressed the issue of the small number of women in tech companies and startups.

**Innovation Salon** topics included "The Internet of Things", "Innovation & Education" and "Intelligent Machines".

# Junior Achievement Business Plan Challenge



With a \$40,000 grant from AT&T, the pilot project got under way this year. The plan is to expand to more schools and include both high school and CSUMB business students starting in Fall 2016.

Junior Achievement (JA) and CSU Monterey Bay partnered with AT&T to provide a unique entrepreneurship competition for local high school students. Twenty-nine students took part in the “JA Be Entrepreneurial” Business Plan Challenge, held April 29th on campus. The students had just four hours to research and develop effective, real-world business plans for a new enterprise of their own design. “JA helps students understand how an idea becomes a practical venture,” said Taran Barca-Hall, regional director of JA of Northern California. “It’s very much a real-world entrepreneurship program.”

## Competition Winners

**1st Place: “MST Go”** – An app providing Monterey-Salinas Transit riders with easy-to-access tools and information.

*Team members - Monterey High: Elena Garcia and Jacqueline Blythe Mayes; Seaside High: Vidal Ballesteros Martinez and Bryan Martinez Vasquez. (pictured below)*



## 2nd Place: “Pandora’s Box”

Subscription-based delivery service shipping quality foreign candies to customers who are curious about savoring treats from around the world.

*Team members - Monterey High: Jonathon Cabrera, Tatiana Cabrera, and Fernando Avina; and Seaside High: Nicole Peterson.*

Dr. Bettye Saxon (below), regional manager, External Affairs at AT&T



“I wanted to create a program that would have a direct impact on a young person’s life so that they could envision one day going to college.”

## 3rd Place: “Picasso Paintballing”

Re-purpose former military facility in Seaside to develop a paintball center to provide a safe and fun recreation alternative.

*Team members - Monterey High: Mari Carmen Diaz and Michael Cortez; Seaside High: Joaquin Ortega, Marion Ramos, and Justin Doolittle.*



California State University  
**MONTEREY BAY**  
College of Business

## Taylor Farms Reception

Feb. 11th – Taylor Farms Corporate Headquarters, Salinas, CA

A reception for community members and business partners featured presentations on the exciting initiatives and vision of CSU Monterey Bay and the College of Business, with an overview of the innovative Agribusiness, Sustainable Hospitality Management, and Entrepreneurship programs.



BSBA students (L-R): Chano Barron and Adrian Bravo ^  
Nikki Rodoni and Monica Garza >



Monica Garza and Chano Barron inspired guests, speaking about their personal struggles, and how community scholarships made it possible to overcome hardships, attend CSUMB and obtain a business degree.

A warm welcome by Taylor Farms CEO Bruce Taylor & CFO Tom Bryan (far right) was followed by an update and presentation by CSU Monterey Bay President Eduardo Ochoa (center) & COB Dean Shyam Kamath (left).



# Agribusiness

## 2 + 2 Agribusiness Program

The College of Business and Hartnell College formalized their Agribusiness partnership in a memorandum of understanding for a 2+2 Agribusiness program. This will allow Hartnell students to be able to transfer their 61 semester units (primarily the courses completed as part of AS Degree in Agribusiness), to enroll in the junior year of their BSBA degree with concentration in agribusiness at CSUMB.

## Produce Marketing Association (PMA)

Dr. Sumadhur Shakya accompanied COB students Adolfo Bucio, Isaias Gallardo, Gabriela Saldana and Alexis Zarate-Gonzalez to the PMA Tech Knowledge Symposium. Here more than 200 technology thought leaders and industry leaders were transforming the way they do business to help meet the changing demands of a growing population.

The students participated in the Career Pathways Program sponsored by the Center for Growing Talent by PMA. Each student was paired with an industry expert mentor.

“The global produce industry is challenged like never before to increase production with fewer resources and to bolster consumer confidence in the safety of fresh fruits and vegetables.

-PMA TechKnowledge”



L-R: Adolfo Bucio, Alexis Gonzalez, Dr. Sumadhur Shakya, Barbara Hochman from Center for Growing Talent by PMA, and Isaias Gallardo

# Senior Capstone Festival

At the end of each semester, business students participate in the culminating experience of Capstone. Here they apply and integrate the knowledge and skills that they've learned in their previous courses. This is a great experience that is a bridge to prepare students for professional life or graduate school. During the semester they do a strategic analysis of a local business. The students complete an external analysis, internal analysis, and complete history to form strategic recommendations for their Capstone client.

This spring Capstone students worked with 28 local businesses to complete a strategic analysis, presenting their recommendations at the Senior Capstone Festival, May 18-19. One highlight from this year's festival was the University Corporation Tiny Housing Project. The students produced a strategic analysis investigating the possibility of building a tiny house community on the CSUMB campus. Their recommendation was strongly in favor of building a tiny house community instead of traditional apartment or dorm.



Tiny House Project Capstone Team (L-R) Cheriemay Ross, Yolanda Rosebraugh, Brad Hubbard, Trevor MacGruer, and Allison Chan

# Spring 2016 Graduation



Professor Pat Tinsley embraces BSBA graduate Allison Chan



Lower half, clockwise from top: MBA Program Director Dr. Murray R. Millson, MBA graduates Mimi Hayley, Lynn Tasto, Sherry Etoch, Martin Ross; group of 2016 MBA Graduates.

# Professional Certifications

## Business Analytics SAS-CSUMB Certificate

The College of Business is approved to offer a SAS, Inc. (Statistical Analysis Software) - CSUMB Joint Certificate program. Students must successfully complete the four approved courses to earn this certificate. These courses incorporate quantitative reasoning, logic and data analysis using statistical and data manipulation methods available in various modules of SAS applied in the context of marketing, agribusiness, supply chain, and information systems.

Dr. Babita Gupta, Dr. Jenny Lin, Dr. Shwadhin Sharma and Dr. Sumadhur Shakya, (shown right - clockwise) were essential to the implementation of this new certificate, from syllabus revision to collaborating with SAS, Inc.

*The Joint Certificate will make COB graduates highly competitive in the marketplace and open interesting and exciting career opportunities for them...*

-Dr. Babita Gupta



## NAI Certified Interpretive Host Certification

This semester the Sustainable Hospitality Management program began offering the NAI (National Association of Interpretation) certification as a portion of the Ecotourism & Stewardship course taught by Jim Covell, Senior Manager, Guest Experience at Monterey Bay Aquarium.

Informal interpretation refers to casual interpersonal interactions hospitality professionals have with guests. That can happen at the front desk or front door, parking a car, serving a meal, maintaining the grounds or hundreds of other scenarios. Interpretation applies to most hospitality operations, not just those connected to interpretive sites (parks, zoos, museums, aquaria, etc.). Interpretation can connect guests to a place, to its culture and its history in a quick and effective way.

Jim emphasizes that certifications give job candidates an edge, “adding professional certifications...to your resume tells employers that you possess demonstrated skills in specific areas.”

*We know that making emotional connections with our guests is one of the most important skills in hospitality, and interpretation focuses specifically on communication techniques that build emotional connections.*

-Jim Covell



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Executive Director of Sustainable Hospitality Programs,  
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## Cal State Monterey Bay Mission

To build a multicultural learning community founded on academic excellence from which all partners in the educational process emerge prepared to contribute productively, responsibly, and ethically to California and the global community.

## College of Business Vision

To become a recognized U.S. business college, engaged regionally and globally, for developing responsible and workforce-ready business graduates.

## Contact Us

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photo courtesy of Tom Rolander