

Summer 2014

Summer 2014

College of Business and Public Administration

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IMPACT




CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

College of Business and
Public Administration

... More Than a Degree!



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

College of Business and
Public Administration



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Letter from the Dean

Dear Friends, Colleagues and Students,

Welcome to the first edition of *IMPACT*, the biannual magazine from the College of Business and Public Administration. Our goal with this publication is to keep you up-to-date on all the truly amazing things our students, faculty and staff are doing on campus and in communities, both locally and globally. With this publication, we are reaching out to you and hope that you will engage in a conversation with us. If you are alumni, tell us what and how you are doing right now. If you are a friend of the CBPA and you'd like to learn more about our college, drop us a line or give us a call.

This inaugural issue features a lead story about our successful extension of accreditation from the Association for the Advancement of Colleges and Schools of Business (AACSB). We are very proud of this exceptional distinction as fewer than 5 percent of colleges globally have earned accreditation with the AACSB.

Dr. Jake Zhu, associate dean Vipin Gupta and I recently traveled to Singapore for the AACSB International Conference and Annual Meeting (ICAM) to accept our reaccreditation certificate. More than 5,000 people were in attendance. While in Singapore, we gathered information related to the new accreditation standards, learned of interesting activities undertaken by other universities around the world and did a substantial amount of networking and marketing of our college. We brought back many excellent ideas for improving our assessment and accountability standards.

In this issue, you can check out the article on our Cyber Security Scholarship program. Dr. Tony Coulson, director of the program, is quick to note that our students are successfully competing against several elite academic institutions for internships in the federal government.

We also profile new staff and faculty, and include updates on student activities. All in all, there is much to see in this first issue of *IMPACT*. We hope you will enjoy reading either the hard copy or the online version of the magazine.

It's a new day here at California State University, San Bernardino. There is a palpable sense of optimism and energy on campus, much of which is being generated by the new administration and leadership of President Tomás Morales. If you are in the area, stop on by and see for yourself. Our door is always open.

Warmly,

A handwritten signature in black ink that reads "Lawrence C. Rose". The signature is fluid and cursive, with a large initial "L" and "R".

Lawrence C. Rose, Ph.D., FFin, FCPA (Aus)
Dean

Future Events - Fall 2014

Convocation

Sept. 22, 2014

Celebrate the opening of the new academic year with President Morales, members of the university and community. New members and retirees of the university will be announced. As we begin this new academic year we look forward to seeing many new faces. For more information, please contact the President's Office at (909) 537-5002.

Public Administration Annual Gathering

Oct. 11, 2014

Tactically and strategically, you need to be there! Meet and network with public administration faculty, staff, students, and the advisory board. This year the event will be held at the Robert and Frances Fullerton Museum of Art which is located on campus. All students and community members are welcome to attend. For more information, please contact the Public Administration department at (909) 537-5758.

Meet the Firms

Oct. 15, 2014

Open for all students to get the opportunity to interface with representatives of local CPA firms and businesses. This is a business professional career fair therefore, students are expected to dress the part and bring copies of their current résumé. This event is being hosted by the Accounting Association and Beta Alpha Psi. For more information, please contact the Accounting Association at (909) 537-5714.

MBA Annual Dinner with Dr. Gupta

Oct. 25, 2014

Meet and socialize with MBA Director Dr. Vipin Gupta, the MBA team, and many of the MBA professors, at Dr. and Mrs. Gupta's beautiful home in Colton. This is a chance to get to know faculty and staff, and to network with other MBA students and community leaders—and enjoy great food! For more information, contact the Business Graduate Programs at (909) 537-5703.

Spirit of the Entrepreneur

Nov. 13, 2014

The annual Spirit of the Entrepreneur Awards is in its 12th year and will take place at the Riverside Convention Center. This black-tie gala event is attended by more than 600 business and community leaders. For more information, please see page 18.

September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

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November

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

AACSB Reaccreditation



From left to right— Jake Zhu, Ph.D.; Vipin Gupta, Ph.D.; Dean Lawrence C. Rose, Ph.D.; John J. Fernandes, President and CEO of AACSB International Accreditation at AACSB International Conference and Annual Meeting (ICAM).

As anyone in higher education can attest, the process of receiving and maintaining accreditation is a serious and important function for a college's credibility. When that accrediting body is the distinguished Association to Advance Colleges and Schools of Business (AACSB), the oldest and most prestigious accrediting organization for business schools, the accomplishment is even more affirming.

How important is accreditation? "For us, it's everything," says Lawrence C. Rose, dean of CBPA. "It's so important in the overall drive to making sure our students have the best educational resources and are ready to compete in business when they graduate."

According to the AACSB website, "AACSB Accreditation represents the highest standard of achievement for business schools worldwide. Less than 5 percent of the world's 13,000 business programs have earned AACSB Accreditation."

Every five years, AACSB sends a team of senior-level business practitioners and deans of accredited business schools to conduct an in-depth peer review of a campus and indicate whether or not the school will receive reaccreditation. "It's a rigorous process that engages every aspect of the college," says Craig Seal, assistant dean of accreditation and student services, in charge of managing the CBPA's Assurance of Learning goals (AoL), high impact practices and academic standards for faculty.

There are two cycles to maintaining accreditation.

The first cycle involves creating learning goals and objectives, and implementing them. Once the learning goals have been implemented for a period of time, the second cycle begins. "Everything is reviewed, measured for consistency and effectiveness, and if found to be out of step with best practices, revised and implemented again," Dr. Seal states. "In a five-year period, we do this process twice." This constant measuring and evaluating requires faculty involvement and engagement, and great attention to detail.

"The power of reaccreditation is that it makes colleges do what they say they are doing, and prove it through quantitative and qualitative metrics," offers Dr. Seal.

For Seal, getting ready for the peer review team took nearly a full year of his time. "The on-campus review is only a three-day process," Seal notes. "However, we worked on our report for several months before the team arrived. By the time we finished, our report was several hundred pages long."

Each department was tasked with writing its own initial report of activities for the past five years. Then, Dr. Seal and his team reviewed, revised, updated and confirmed all information from each department. "It was an iterative process—and a very time consuming one, too," he says.

Ultimately, a very rewarding process in the end. "It's an impressive accomplishment by the entire faculty and staff of the CBPA," relates Dean Rose. "It's also a clear signal to employers that our graduates are ready for work."

Gifts and Grants

Business Alliance

The Business Alliance (BA) has been a strong partner with the CBPA since 2004. The group develops and facilitates partnerships between Inland Empire businesses and the CBPA. As part of its mission, the BA provides private and public enterprises with direct access to the college's experts, students and other resources, ultimately leading to collaborations that help create a more vibrant regional economy.

The BA provides scholarships, grants, and student awards for academic excellence. In addition, the alliance funds innovative programs that send students to national conferences, supports VITA, the Volunteer Income Tax Assistance program that helps more than 1,000 low income families in San Bernardino and Riverside counties each year prepare their income taxes, and offers mentoring and financial support to the college's business clubs.

For more information on how you can join and/or contribute to the Business Alliance, contact Kimberly Alexander, director of development at: kalexander@csusb.edu or call (909) 537-7295.



Seated, first row: Bill Donohoo, Adam Russell, Dean Lawrence C. Rose, Deborah Meredith, Chad Halliday.
Second Row: Brittany Perisits, Yukasa Shida, Deborah Crowley, Sheri Stuart
Back Row: Scott Hofferberr, Paul Kirwan, Kenneth A. Coate, Derek Woolf, Kimberly Alexander, Leena Shanbhag, Erin Brinker, Astrid Sheil, Jim Bruner.

Did you know?

Every year, the San Bernardino Sun and the Redlands Daily Facts asks readers to vote for the "Best" and "Favorites" in the marketplace. For 2014: the readers voted CSUSB "BEST" in multiple categories:

- Best University
- Best MBA Program
- Best Place to Work

Michael T. Slaton, Sr. Memorial Scholarship: Awarded to Upper Division Students Majoring in Business Marketing



Michael T. Slaton, '85

CBPA recently received a \$25,000 scholarship fund from Stater Bros. Charities in honor of the company's vice president of Real Estate, Michael Slaton, Sr., who passed away suddenly on Saturday, September 28, 2013, at the age of 51. According to the San Bernardino Sun, it was just days after completing the grand opening of his latest project, the Lugonia Avenue store in Redlands. As a tribute to Slaton, the new 44,000-square-foot Stater Bros. Supermarket has been dedicated in his honor.

Slaton was a home-grown product of the Inland Empire. A graduate of Redlands High School, he went on to earn his B.S. in business administration, marketing and management from California State University, San Bernardino.

Both Slaton and his wife, Cheryl, graduated from CSUSB. The family requested that all donations be made in Slaton's honor to Stater Bros. Charities, which in turn has pledged \$25,000 for scholarships beginning in the 2014-2015 academic year.

Upon hearing of the passing of Slaton, Jack Brown gave the following statement: "Mike was a very loyal and committed member of the Stater Bros. family and started his career with Stater Bros. as a courtesy clerk in Redlands when he was just 16 years old. His contributions to our company were immeasurable and he will be deeply missed by all who knew him."

Slaton is survived by his wife of 28 years, Cheryl, and his children, Michael, 25, and Elizabeth, 22. For more information on how you can contribute to the Michael T. Slaton Scholarship fund, contact Susan Atkinson, vice president of Corporate Affairs, Stater Bros., at (909) 733-5038.

Spring Fling!



Business Alliance's Spring Fling raised \$8,500 in scholarships on May 15, 2014, at the Arrowhead Country Club.

Department Highlights

Department of Finance



Jim Estes, Ph.D. Professor of Finance

Dr. Jim Estes — Impacting Lives Through Financial Literacy Education

We see the television commercials all the time. The announcer implores, “Will you be ready for retirement?” It can be a paralyzing question for many people who know they should be saving more, but don’t have a clue when to start, what to aim for, or how to save when there is so much month left over after the paycheck has been depleted.

To the rescue: Dr. Jim Estes, professor of finance in the College of Business and Public Administration, and one of the top 100 financial planners in the United States. For the past couple of years, Dr. Estes has been offering CSUSB employees,

faculty and students a four-session, hands-on, financial literacy boot camp pro bono. When asked why he offers his valuable insights and recommendations for free to the CSUSB community, Dr. Estes replies, “This is my service to the local community. If I can help people understand what they need to do, it makes me feel good.”

As one participant said after attending the retirement planning workshop, “Jim Estes explains a subject I knew nothing about in everyday language. He shares practical hints and offers extra help.”

According to Dr. Estes, 99 percent of Americans can not answer the basic questions related to retirement. “Mostly, my role is to take the fear out of financial planning and to enable people to take charge themselves,” he says. “It’s not rocket science. With some basic training, everyone can become financially literate.”

Dr. Estes has a long history of helping people understand their finances. Before turning to academia full time nine years ago, Dr. Estes was president of Arrowhead Financial Group, part of Arrowhead Credit Union. He has also been CEO of two financial companies, worked with federal regulators and the NASD (now FINRA), and has been an arbitrator in several high-level fraud cases. Behind his name is a long list of credentials, including B.A., MBA, Ph.D., CPCU, CLU, CHFC, and CFP. Dr. Estes holds eight professional licenses in insurance, financial planning, and securities.

For more information about Dr. Estes’ retirement planning workshops, please contact CSUSB Human Resources at (909) 537-5138.

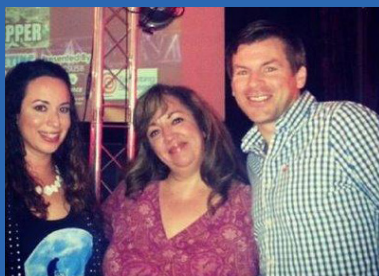
Department of Marketing

Coyotes of Comedy: A Howling Success

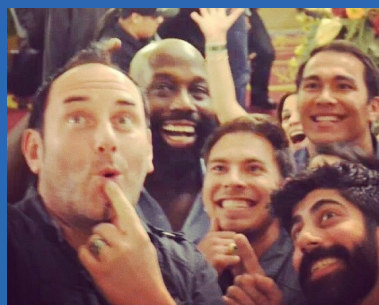
On Friday, March 14, the Sports & Entertainment Marketing program held its second annual scholarship fundraiser, “Coyotes of Comedy” at the historic Redlands Fox Theater. The night was filled with laughs provided by top-notch L.A. and local talent.

Students enrolled in Eric Hutchins’ Advanced Entertainment Marketing, Planning, and Strategy class coordinated and implemented the event, and were responsible for soliciting talent, soliciting sponsors, booking the venue, arranging the VIP reception and advertising the night of comedy. The hands-on experience, combined with the theoretical and conceptual marketing knowledge related to the industry, positions students to make significant contributions to the sports and entertainment industry within Southern California and beyond.

Want to know more? Contact Dr. Victoria Seitz, chair, Department of Marketing at (909) 537-5753 or vseitz@csusb.edu.



Left to right: Nicole Onley, '10, Lisa Gordon, Professor Paul Kirwan



Comics take a selfie



Eric Hutchins, Professor

Public Administration



Montgomery Van Wart, Ph.D.
Professor



Audrey Mathews, Ph.D.
Lifetime Award Recipient



Jonathan Anderson, Ph.D.
Chair, Public Administration



David L. Baker Ph.D.
Professor

PUBLIC ADMINISTRATION IN THE NATIONAL SPOTLIGHT

2013-2014 has been a banner year for Public Administration (PA) faculty. Dr. Audrey Mathews, professor emeritus, received the Lifetime Achievement Award from the American Society of Public Administration (ASPA) for her service and scholarship in the field. She was also the honorary co-chair of the 2014 national ASPA conference, which hosted close to 2,000 people in Washington, D.C.

Dr. Jonathan Anderson, chair of the Public Administration department notes that Mathews' contributions to student success and local community engagement are incalculable. "We are proud that Dr. Mathews is getting the national recognition she deserves."

Professor Montgomery Van Wart also had a special role at this year's national ASPA conference as chair of the organization's 75th gala, a black-tie affair for 400 guests. According to Anderson, "Monty organized a stunning event to celebrate ASPA's anniversary. It was the highlight of the conference."

In addition to his service to ASPA, Dr. Van Wart is a recognized expert in the areas of leadership, ethics and human resource management. For the past two years, he has won the CBPA's award for outstanding research and his numerous articles have been published in top public administration journals worldwide. Anderson says that one of the factors in his decision to come to CSUSB was because of the department's scholarly achievements. "At my previous institution I used Monty's textbook, *Human Resource Management in the Public Sector*, which is widely used in our field."

Dr. Anderson came to CSUSB three years ago from the University of Alaska where he also served in elected office on the city council. He appreciates the level of community engagement demonstrated by his faculty. He

identifies the work of Dr. David Baker, who teaches budget and finance management as an example. "In addition to David's invaluable mentoring of PA students, he is an acknowledged expert in local government where he served in a variety of leadership roles for many years before deciding he wanted to share his experiences with students.

Our department is growing," says Dr. Anderson. "We've added some great instructors, like Marc Fudge, Kimberly Collins, Ann Johnson, Anna Ni, and Alexandru Roman, who are not only great teachers, but promising scholars. Plus, we have this amazing staff—Toni Ditty, Larry Ibrahim, and Michael Saldana—who work hard to make everything smooth for students and faculty."

Established 20 years ago, the Department of Public Administration has one of the largest graduate programs at CSUSB. The Masters of Public Administration (MPA) program has more than 200 students and many alumni who work in the many governments of the Inland Empire. "There are a couple of reasons for this," Dr. Anderson points out. "First of all, we offer great value for the money," he states. "Second, we are nationally accredited by the Network of Schools of Public Policy, Affairs and Administration (NASPAA), and third, our program is well suited for working adults looking to extend their knowledge and upgrade their skills." Dr. Anderson also serves on the national executive board of NASPAA and as president of the Inland Empire Chapter of ASPA.

Dr. Anderson sees a bright future for the department. "We continue to look for ways to serve our region. We've started a cybersecurity concentration MPA program and are looking for other ways to practice our departmental slogan 'Committed to Ethical Public Service.' That is the foundation of who we are and what we do."

Management

Delivering Keynote Addresses in India... Without Leaving Home

Before the advent of many 2.0 web innovations, it would have been impossible for Dr. Breena Coates to accept speaking engagements at universities in India and still maintain her teaching and research schedule in the College of Business and Public Administration. However, with Skype, the voice-over IP service that combines microphone, web-cam and Internet capabilities, Dr. Coates is able to share her experience and knowledge with the world from the comfort of her home in the Inland Empire.

This year alone, Dr. Coates, who is professor of global strategy and organizational behavior, delivered three major keynote addresses to universities in India via Skype. Her first address, "Case Study: The Socratic Methodology," was presented to a packed audience at the Conference on Case Study Methodology at Dhruva University. Dr. Coates became an expert in developing case studies with adult learners primarily from her work in the Department of Command, Leadership and Management at the prestigious U.S. Army War College (USAWC) in Carlyle, Pa. At USAWC, Dr. Coates taught graduate management courses to senior level military and civilian personnel in preparation for strategic leadership assignments and responsibilities.

Dr. Coates' second keynote address was actually on the Army War College itself. Her presentation titled, "The United States Army War College – The Premier Learning Organization," was delivered to an eager audience at the Conference on the Learning Organization at Somiya University in Mumbai. She explains that USAWC, as a continuous learning organization, seeks regular feedback on its operations. Feedback is used to benchmark, correct and adjust learning goals and outcomes. Guided by its mission and vision, USAWC systematically evaluates learning materials and teaching methodologies, to ensure that its students are receiving the most up-to-date concepts and information. This constant evaluation of learning materials ensures that the vision and mission are realized and expectations are met.

In her third keynote address at the Conference on



Victoria Seitz, Ph.D. and Breena Coates, Ph.D.

Sustainability at the Institute of Management Technology in Nagpur, Coates spoke on an emerging topic of great importance to the global marketplace. Titled, "A New Corporate Strategy for Sustainability: The Emergence of the Benefit Corporation," the presentation highlighted a new model for organizational sustainability. Known as "Conscious Corporations," these organizations place strategic emphasis on social, environmental and financial results as opposed to profit and power. By placing the emphasis on sustainability, conscious corporations reduce the problems and mistrust caused by business. Conscious corporations are flexible, improve business values and intangible asset reputation, and with a customer-centered focus, create engaged consumers. To bring these concepts to life, Dr. Coates provided an in-depth look into several companies practicing sustainable behavior such as Patagonia and Whole Foods.

Thanks to Skype, Dr. Breena Coates is sharing her knowledge and expertise with audiences thousands of miles from California—all from the comfort of her home.

Did you know?

Time Magazine (April 23, 2014): Using the Obama Administration's planned assessment metrics for how well universities are serving their students, the magazine ranked CSUSB 37 out of more than 2,500 schools. The metrics include: graduation rate, percentage of Pell Grant recipients, and affordability.

International Exchange Program

Promoting Understanding Through Student and Faculty Exchange Programs

In an ongoing program of exchange to promote awareness of culture and collaboration between two universities, students and faculty from Nagasaki University in Japan visited California State University, San Bernardino in March 2014. This was the second time that students and faculty from Nagasaki University have made the Pacific crossing to CSUSB. The Center for International Studies and Programs (CISP), in collaboration with the College of Business and Public Administration's center for Global Management, coordinated the events including lectures by CBPA faculty, and visits to a variety of representative entities, including the Morongo tribe, a Toyota dealership and Garner Holt Productions.

Eleven students and two faculty members from the Nagasaki University attended six lectures on perspectives in global management. The theme, "Global Business and Professional Competencies," is one of the CBPA's core foci.

Dr. Breena Coates, who lectures to students in India via Skype, was enthusiastic about the students from Nagasaki University. "I sent materials to read in advance for my lecture and was very pleased to see that they had come prepared," she notes.

Lecture 1

Corporate Social Responsibility Dr. Breena Coates

Lecture 2

Doing Business with the USA: Cultural Issues Dr. Vipin Gupta

Lecture 3

Business Evolution of Foreign Companies in the U.S. Dr. Frank Lin

Lecture 4

Higher Education in the U.S. Professor Paul Amaya

Lecture 5

World Economy: Past, Current and Future Dr. Dong-Man Kim

Lecture 6

U.S. Culture Shock Professor Makiko Amaya

While the classroom presentations were excellent, the Nagasaki students and faculty were fascinated with their visit to the Morongo tribe in Cabazon, where they learned of the history of the tribe and how the leadership has grown the



Nagasaki students pose for a farewell picture with President Tomás Morales, Dean Lawrence Rose, members of the CBPA Global Management faculty and key leaders of the Center for International Studies and Programs (CISP).

tribe's numerous enterprises into one of the most influential and prosperous entities in the United States.

Toward the end of their stay, the students and faculty from Nagasaki University spent some leisure time with CSUSB Modern Language students majoring in Japanese. Of course, no trip to Southern California would be complete without a day at Disneyland and lots of shopping—and the Japanese visitors experienced both.

Events coordinator of CISP, Aida Cadavid, says, "Study abroad programs have been shown to positively and unequivocally influence students' career paths, worldviews, and self-confidence."

The CBPA actively promotes international study abroad programs for faculty and students to help increase understanding of cultures and diversity of thought. Students who participate in study abroad programs gain more than business knowledge and skills—they make friends and contacts around the world—and the overall experience has a transformative and lasting effect on their worldviews. CSUSB looks forward to hosting Nagasaki University students for a third time in 2015.

If you are interested in learning more about our International Study Abroad programs or would like to sponsor a CSUSB student, please contact Dr. Frank Lin at (909) 537-5700.

Did you know?

The CBPA serves students from 32 different countries around the globe!

Algeria, Armenia, Cambodia, Canada, China, Dominica, Egypt, France, Ghana, Hong Kong, India, Iran, Jamaica, Japan, Jordan, Kazakhstan, Korea, Mexico, Moldova, Mongolia, Nigeria, Norway, Pakistan, Qatar, Russia, Saudi Arabia, Spain, Sri Lanka, Taiwan, Thailand, United Arab Emirates and Vietnam.

Centers of Excellence

CBPA's Cyber Security Program One of the best in the Nation

It is often said that there is no such thing as job security anymore...that is, unless you are a graduate of the Scholarship for Service Cybercorp program in the College of Business and Public Administration (CBPA) at California State University, San Bernardino (CSUSB). Upon graduation, students who are selected for this competitive scholarship after their sophomore year, owe the United States government two years of work, much like an R.O.T.C. program.

How did CSUSB get to be one of the top producers of qualified and well-prepared graduates ready for the high-tech world of cyber security? This question recently brought Robin "Montana" Williams, chief of Cyber Security Education & Awareness Branch at the United States Department of Homeland Security (DHS), to Jack Brown Hall to check out the program.

"I first attended the annual Scholarship for Service Cybercorp job fair sponsored by the federal government in Washington, D.C., in 2011," says Williams. "Of the 51 schools represented from around the country, it wasn't hard to see that only a few schools had an edge, and Cal State San Bernardino, in particular, was one of them."

At this comment, Dr. Tony Coulson, the director of the Cyber Security Program at CSUSB, smiles. "Back in 2007, I attended a security conference, and it was clear as day that we needed a comprehensive program to prepare students for this new profession," he says. So, he started one, received backing from the federal government, and began to develop an integrated curriculum that is more than the sum of its parts.

"Our students are an eclectic group," says Dr. Coulson, who notes proudly that CBPA has the largest percentage of women in the program (43 percent) of all the schools that offer cyber security programs around the country. "The students learn about law, marketing, accounting, leadership, and public administration. They receive a broad-based business education and then we 'tech' them up."

The program emphasizes problem solving in creative ways, notes Dr. Vincent Nestler, professor, training and leadership coordinator in the Cyber Security Center. "We instill in students the confidence to solve problems." As an example, he cites a recent exercise in which students had to get control of a mock adversarial drone. They succeeded and crashed the drone onto the roof of the physical plant. "We had to call facilities and ask them to get our drone off the roof of the physical plant," Dr. Nestler says proudly.



CSUSB professor Dr. Vincent Nestler and Robin Williams, chief of the Cyber Security Education and Awareness Branch at the U.S. Department of Homeland Security, discuss the university's Cyber Security Program.

"You can't learn to protect something until you know how to break it."

Explains Williams, "That's one of the main reasons that I'm out here—I want to see why the College of Business and Public Administration is so successful in producing top quality graduates that we can't hire fast enough." Currently, there are 22 recent CBPA graduates working full-time for federal agencies, including the Department of Defense (DOD), the Department of Justice (DOJ), and the Department of Homeland Security (DHS). Overall, more than 30 percent of graduates from the cyber security program work in permanent positions for the U.S. government, while industry, high-tech companies, and retail hire the rest of the college's graduates.

Under Williams' direction, DHS recently gave Dr. Coulson another grant to determine best practices for cyber security education. "We want to be able to measure and assess the knowledge and skills that the federal government and the private sector are looking for in graduates," he states. "We're looking for the 'best of the best'—highly skilled people that protect us from hackers, trace the money, understand the psychology of the adversary, and find ways to pre-empt cyber attacks."

According to Williams, Cal State San Bernardino students do it all. "We look for well-rounded employees who possess technical *and* communication skills, can analyze the situation, make the business case to higher ups, and who can quickly learn to manage multi-million dollar budgets. Coulson's graduates can do these things. They are ready to hit the ground when they come work for us, and I don't have to spend six months getting them up to speed." To emphasize his point, Williams notes that he is in the process of hiring two full-time graduates of the CBPA cyber security program, and one intern for the summer—just for his office.

Lesley Piper, a senior in the cyber security concentration, had a job offer with a federal agency after completing her first ten-week internship her junior year. “It was pretty amazing,” says Piper. “They basically said, ‘We want you back, so hurry up and graduate!’”

Naturally, Dr. Coulson is proud of the program. “Three years ago, there were 300 students nationwide who competed for the ‘Scholarship for Service Cybercorp’ program.” This year 470 students competed at a job fair for Cybercorps students. The 21 CSUSB students who attended the cybercorps job fair were successful in securing internships. This is no small feat as Cal State San Bernardino is competing against elite public and private universities with deep pockets and large faculties. At times, it can feel like a David and Goliath scenario, Dr. Coulson notes.

For Williams, it’s not so much the number of graduates as it is the quality of the CBPA Cyber Security Program. “These students and graduates from CSUSB’s College of Business and Public Administration are interfacing with Congress, producing reports for the White House and working on key issues for the protection of this country,” he states emphatically. “There may be no better way to serve one’s country than through this program.”

For more information about the cyber security program in the College of Business and Public Administration at California State University, San Bernardino, see the department website at: ids.csusb.edu or call: Dr. Tony Coulson, director of Cyber Security Center at (909) 537-7535. Jack Brown Hall, Room 282.



Left to right
Dr. Tony Coulson, professor and co-director of Information Assurance and Security Management Center
R. Montana Williams, Branch Chief Cybersecurity Education and Awareness
Dr. Vincent Nestler, professor, training and leadership coordinator, Cyber Security Center

Inland Empire Center for Entrepreneurship



Spirit of the Entrepreneur

The annual Spirit of the Entrepreneur Awards, presented by the Inland Empire Center for Entrepreneurship (IECE), will be held on Nov. 13, 2014, at the Riverside Convention Center. The awards event, now in its 12th year, celebrates the accomplishments of successful entrepreneurs from throughout the Inland Empire. Nominees are evaluated by a panel of past award recipients, with the top companies competing for the Spirit Award at the black-tie gala event attended each year by more than 600 business and community leaders. Nominations are being accepted now through July 31 at www.inlandspiritawards.com. Sponsorships opportunities are available by contacting Mike Stull at (909) 537-3708 or mstull@csusb.edu.

Spirit of the Entrepreneur - 2013 Award Recipients

Best of the Best Award

Gary and Sally Myers – BMW Management, Inc. – Temecula

2013 Fast Pitch Competition Finalists

Wetmore Tool and Engineering Co. - Phil Kurtz - Corporate Entrepreneur

SacTec Solar - Robert Kunesh - Emerging Entrepreneur

Boyd Specialties Manufacturing - Jae, Robert and Sue Boyd - Family Business

BMW Management, Inc. - Gary and Sally Myers - General Entrepreneur

Presige Mold, Inc. - Donna Pursell - Manufacturing Entrepreneur

Mach One Air Charters - Dan Hill - Service-Based Entrepreneur

MeriEducation - Joan Nguyen - Small Enterprise

Young Visionaries Youth Leadership Academy - Terrance Stone - Social Entrepreneur

Exquadrum, Inc. - Eric Schmidt and Kevin Mahaffy - Technology Entrepreneur

2013 Fast Pitch Competition Finalists

1st Place – Christine Law – ConvertMe

2nd Place – Brittany Choate – Infa-Sleep

3rd Place – Jonnell Tyler – Solar Solutionz

GET TO KNOW THE IEWBC

The Inland Empire Center for Entrepreneurship (IECE) launched the Inland Empire Women's Business Center (IEWBC) in 2003 with a mission to counsel, teach, encourage and inspire women business owners at every stage of development and expansion. Since its inception, the IEWBC and the Coachella Valley Women's Business Center (CVWBC - launched by IECE in 2006) have taken the organization's mission seriously, providing training to more than 33,000 women and counseling to nearly 6,700 women-owned businesses.

While the IEWBC focuses on helping women, especially socio and economically disadvantaged women, the non-profit business helps everyone, including men. "Our vision," explains Michelle Skiljan, the executive director, "is that economic prosperity happens through entrepreneurship—and entrepreneurship knows no gender, color, age, or financial wherewithal."

While IEWBC is funded in part by the Small Business Administration, Skiljan spends a portion of time fund raising. "All of our government grants must be matched with private dollars. We've had excellent support from Bank of America, Citi, Union, and Wells Fargo Banks, and now we're trying to expand our reach to other established organizations."

Skiljan says that the IEWBC is one of the best investments a community can make in itself. "When women are successful, we all win."

To find out more about the IEWBC and how you can donate money or time, contact Nicole Kinney, CSUSB Class of 2005, at (909) 890-1242. In Coachella Valley, contact Angel Cardoz, CSUSB Class of 2007 and 2012, at (760) 345-9200.

Michelle Skiljan can be reached at (909) 322-3445 or mskiljan@iewbc.org.



Michelle Skiljan, '97, '01

IEWBC STATS AT A GLANCE 2013

Training: 7,123 workshop attendees

Business Counseling: 229 clients counseled = 1,608.25 hours

Business Start-ups: 84

Jobs Created/Retained: 186

Business Plans Completed: 109

Access to Capital: \$876,200



Students Create Impact



Breanna Anstine

I'm Breanna Anstine and my favorite part of this campus is how diverse it is: Not only do we have students from all over the world but we have students of all ages. I have loved my college career at CSUSB, and am looking forward to my new job as junior field examiner at Crestmark Bank in Los Angeles.



Jose R. Gonzalez

What I really enjoyed about the MSA program was the opportunity to work with students from different nations. You are exposed to new ways of thinking. Thanks to the program I feel more confident about taking the CPA exam!



Deborah Grijalva

As a current MPA student, I have gained knowledge that has helped my career as an administrator in the areas of leadership, information systems, and internal controls. Many professors are academics with real-life public sector experience, which make them excellent mentors for present and future civil servants.



Ford Livene

As a dual-concentration MBA candidate in IST and entrepreneurship, I appreciate many elements of CSUSB's MBA program. Its convenience, affordability, efficiency, and quality provide numerous benefits for someone who is balancing higher education with a full-time career. CSUSB's faculty emphasize the practical application of knowledge, and the school of business encourages a degree of flexibility that reinforces my focus on specific areas of interest. Moreover, the opportunity to pursue two degrees simultaneously offers a unique added value. Of the many schools I could have attended for my MBA, CSUSB was the logical option, one that will prepare me well for my intended field of corporate strategy and development.

CBPA Sends 12 Finance Students to FMA Leaders Conference

With help from the Business Alliance, Associated Students Incorporated (ASI), and a few other donors, CBPA's Financial Management Association (FMA) took 12 finance majors to the prestigious National FMA Leaders Conference in Chicago.

"We had a great showing," said Blake Fan, a senior finance major and president of FMA on campus. "This was the first time we had been able to go as a group—and it was so rewarding and eye-opening for everyone on the trip."

More than 170 finance majors from the top universities around the country were in attendance. Owen Odigie, a member of the college's FMA and vice president of finance for ASI said that this was the highlight of his academic career so far. "I'm really looking forward to next year's national FMA conference in New York City!" he offered.

Fan noted that the college's Financial Management Association is open to all business students. "It's a great organization and we have incredible opportunities for students to learn more about finance," Fan stated. "We are a source for scholarships and we bring in great speakers."



Owen Odigie & Blake Fan

To learn more about the Financial Management Association and how to get involved, contact Dr. Jim Estes, faculty advisor, at jimestes@csusb.edu.

\$500 Scholarship Awarded by Association of Government Accountants Inland Empire Chapter

Students in Dr. David Bobbitt's Intermediate Accounting class attended the Association of Government Accountants—Inland Empire Chapter Professional Development Meeting on May 14, 2014. Michele Clark from Parker & Lynch Consulting spoke on "Careers in Accounting." Ana Gasca and Marilyn Hawley were awarded \$500 scholarships from AGA-IE.



From left to right: Armando Minor, Victor Alvarez, Ivan Corpus, Dominic Palencia, Teresa Stumbaugh, David Bobbitt, Elizabeth Montalvo, Gabriel Stearns, Jessica Molina, Luis Fernandez, Aaron Bennett and Blanca Torres.

The Revolve Project

Rusty Palmer, MBA candidate Class of 2015, saw a lack of community connection between the San Bernardino business community and CSUSB students, and decided to do something about it. He created The Revolve Project, a clearing house where local businesses that need help can connect with eager and capable CSUSB students. Palmer notes that "The Revolve Project is run by students and alumni of CSUSB." By bringing together graduate students, business leaders, and alumni to help solve some of the Inland Empire's economic issues, Palmer's win-win concept increases the networking opportunities for both students and local businesses and organizations.

Palmer adds, "I have a passion for San Bernardino and I want to build a community of value and sharing here." Palmer stresses that there is a real need for the community to come together. "The Revolve Project is designed to support local businesses and give students of California State Univer-

sity, San Bernardino real world engagement."

Students get valuable work experience and local companies and organizations get talented and highly motivated interns and employees. The movement is still in its early stages but plans to begin its services in the fall of 2014.

In addition to the community service portion of The Revolve Project, Palmer is also embarking on a technological innovation utilizing NFC technology which he calls the "revolve touch." This new product aims to allow students to collect rewards for positive community efforts, save money at local small businesses and connect. The revolve touch is also in the early stages of development, but is anticipated for release in winter Class of 2015.

To learn more about The Revolve Project, go to www.therevolveproject.com or call Rusty Palmer at (760) 580-9491.



Pictured from left to right: John Faxas-Mendez, Igor Moos, Michael Diaz, Martin Knopp, ND Nguyen, Erick Lemus, Rusty Palmer, Daniel Beattie, Danny Garcia, and Cesar Gomez at the Revolve Touch kickstarter event on March 20, 2014.

New Faculty and Staff

Faculty Spotlight – Susie Pryor



Susie Pryor isn't your typical college professor. She's a serial entrepreneur with nearly 20 years of business experience that includes start-up and ownership of three retail stores, a property development and management company, and an advertising firm. Dr. Pryor brings a wealth of knowledge and experience to the classroom, integrating the power of social media, crowd funding, and blogging into her curriculum. At her previous institution, Dr. Pryor's classes were noted for the number of student start-ups that resulted. Her work on behalf of the Small Business Association and the state of Nebraska helped create 52 new jobs, bring in millions of dollars in new capital, and increase sales on average by 29 percent. Dr. Pryor earned a Ph.D. in marketing from the University of Nebraska in 2006.

Staff Spotlight – Kimberly Alexander

Kim Alexander is the College of Business and Public Administration's director of development. She leads the college's fundraising program, working collaboratively with university leadership to secure philanthropy in support of students, faculty, research and programs. Before joining CSUSB, Kim spent 13 years at the University of Southern California in various leadership positions during two historic fundraising campaigns that raised more than \$8 billion. She also provided leadership for the university's employee giving campaign, which enjoyed three record-breaking years raising more than \$1 million for community-university initiatives. Prior to her fundraising career, Kim worked for top public relations firms, including Lages & Associates, Ruder Finn, and Carl Byoir and Associates, a division of Hill and Knowlton. Kim has a B.A. in journalism and an MPA from Cal State Northridge.



Alexandru Roman, Ph.D.

Assistant Professor
Public Administration Department



Ann Johnson, Ph.D.

Assistant Professor
Public Administration Department



Astrid Sheil, Ph.D.

Interim Chair and Associate Professor
Accounting and Finance Department



Melissa Farley

Graduate Student Support
Graduate Student Services Center



CSUSB Alumni

Where are they now?



Carey Davis - MBA and CPA

If you have ever wondered where a CSUSB degree can take you, it's all the way to city hall. Carey Davis, the newly elected mayor of San Bernardino, earned his MBA in accounting from the CBPA in 1997 and is now presiding over council meetings, signing resolutions, sitting on boards including the Omnitrans, IVDA, and the San Bernardino International Airport. Davis' best advice to students: "Stay focused, be persistent, and be willing to redefine what you see as your long-term goals because you won't learn in just four years what you need for the rest of your life!"



Matt Wilson - CPA, MSA, and CGMA

Matt Wilson, adjunct professor of accounting in CBPA and managing partner of RAMS, a full-service accounting firm in San Bernardino, graduated from CSUSB with a bachelor's degree in accounting in 1995 and a master's degree in 2011. The greatest challenge, according to Matt, was working and attending school at the same time. The most important advice Matt offers to business students is this: "Long before you graduate, get involved with your intended profession—join Beta Alpha Psi or the Accounting Association or the Financial Management Association. Go to networking events and introduce yourself to members of the business community. This is how you meet future employers and also learn how to communicate with others in a crowd—important skills for your future success!"



Michael Diaz

Michael Diaz graduated December 2012 with a degree in advertising management. Shortly thereafter, he founded Epikore Digital Media, a company that specializes in graphic design, website design, and social media management. It initially started with his expertise in social media management. From there, he teamed up with a few other ambitious students to create an organization that helps other companies boost their online presence. Michael continues to grow his business—he even designed the magazine you are reading right now! Michael's advice to college students: "Meet as many people as possible, make a name for yourself, and strive to be someone who doesn't have to ask for a letter of recommendation."

Did you know?

2015 is the 50th Anniversary of CSUSB, 1965 – 2015.

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