When I arrived on campus five and a half years ago, my first major task was to host the accreditation team from AACSB – International, the Association to Advance Collegiate Schools of Business. I was new to the college but believed in the people and was proud when our visitors reaccredited us.

In January, a new accreditation team will visit us once again for our five-year review. I heartily look forward to this visit because we have achieved so much in just five years. We have added many new courses in an effort to ensure that our curriculum continues to be relevant, timely, and prepares students for career success. We established the Mitchell C. Hill Center for Applied Business Information Technology, began issuing students certificates in SAP, became campus leaders in support of the Veterans Initiative, launched the Leadership Forum Speaker Series, began printing this magazine and of course, opened the new College of Business complex. From 2009-14, we hired 16 new faculty members with an additional seven currently being recruited. We also celebrated the promotion of 26 faculty members to either associate or full professor. This is only the beginning of the accomplishments we have made in recent years.

Our success is based on the hard work of our faculty, staff and administrators. We did this great work amid the lowest per-student funding in more than 30 years. Yet, we didn’t let this harsh reality interfere with our goals. The development team and I rolled up our sleeves and starting talking to business executives, alumni and donors.

Along the way, we noticed something. People wanted to hear our stories and contribute to the college. Some of the stories are in this issue of Ovation. You’ll read about alumna Cynthia Luna who became the first in her family to graduate from college and wants to encourage more young women to pursue information technology careers. You’ll also learn about our marketing alumni who dreamed of working in Hollywood and in professional sports as students. Now, they’re interacting with celebrities and executives and having the time of their lives. Some of our donors who made major contributions to the university’s capital campaign are also honored in this edition.

We are in a much better position than we were five years ago. For that, I offer you my sincerest thanks.

Best,

Richard S. Lapidus, Dean
FEDERAL GOVERNMENT HONORS CIS DEPARTMENT

Cal Poly Pomona has again been named a National Center of Academic Excellence in Information Assurance/Cyber Defense Education. The designation is granted by the National Security Agency and the U.S. Department of Homeland Security and covers academic years 2014 through 2021. The College of Business Administration’s Computer Information Systems Department and its Center for Information Assurance oversee cybersecurity education and outreach. It initially received its CAE designation in 2005.

Mark Weatherford, former deputy undersecretary for cybersecurity at the U.S. Department of Homeland Security, has collaborated with CIS Professor Dan Manson for several years. “Dr. Manson has established Cal Poly Pomona as one of the elite universities in America, and its Center for Information Assurance is a national leader in cybersecurity education, outreach and workforce development,” says Weatherford, who is now principal at The Chertoff Group. “Being recertified as a National Center of Academic Excellence in Information Assurance/ Cyber Defense Education is a huge honor and extremely well-deserved.”

Having a nationally recognized cybersecurity program provides significant benefits to students. CIS students who have internships and are involved in cybersecurity competitions often receive multiple job offers before they graduate.

CIS alumnus Morian Eberhard is someone who recruits Cal Poly Pomona students. He is the deputy chief information security officer for Union Bank, a member of Mitsubishi UFJ Financial Group, the sixth largest bank in the world. When he was ready to expand his global cybersecurity operations center, his first stop was Cal Poly Pomona.

“If you think about professional basketball players, they can’t just study basketball theory and be expected to know how to play,” Eberhard says. “At Cal Poly Pomona, students get the ball in their hands and play on the court. By the time they step out of school, they know what to do. I love that.”

PARTNERSHIP HELPS STUDENTS WITH TEXTBOOK EXPENSES

Students are getting some relief from the rising cost of textbooks thanks to a special partnership with industry.

The Distribution Management Association has purchased $15,000 worth of textbooks for three courses required for E-Business and Technology and Operations Management students. TOM Department Chair Hassan Halati estimates the in-kind donations will save each student a total of $550 in textbook expenses. U.S. college students spend an average of $1,200 a year on textbooks.

The association, which is dedicated to strengthening logistics and supply chain industries in Southern California, has supported TOM and EBZ students since 2011 by organizing warehouse tours and connecting students with internships. For the last two years it also has awarded more than $15,000 in scholarships to students.

ACCELERATED MSA PROGRAM FILLS VOID

A group of accounting professionals and recent graduates recently began Southern California’s only one-year accelerated master of science in accountancy program at Cal Poly Pomona.

The Accounting Department created the program this year to fill a void among accounting professionals who want to advance their careers. Graduate-level programs often assume new students have no knowledge of the industry, but Cal Poly Pomona requires candidates to have undergraduate degrees in accounting, says Accounting Professor Bob Hurt, who is also the MSA program coordinator. That requirement enables candidates to delve deeply into topics and finish within a year.

“Our professors have the breadth and depth of knowledge to help our students truly become experts in their field of study,” Hurt says. “We also offer diverse courses to prepare individuals for a variety of accounting career paths, such as public, industry, governmental and not-for-profit accounting. In addition, our MSA program fulfills certain requirements for CPA licensure in California.”

The 11 required courses are delivered in a variety of teaching methods: in person, online and a mixture of the two, known as a hybrid class. Classes are held at convenient off-campus locations and are taught by full-time, academically qualified faculty in partnership with the College of the Extended University. Applications for the fall 2015 cohort will be accepted at c Clementor.edu until June 15.
NEW FACULTY

Sharyn Fisk,
Asst. Professor of Accounting
Sharyn Fisk has nearly 15 years of experience dealing with civil and criminal tax disputes as a principal at Hochman, Salkin, Rettig, Toscher & Perez in Beverly Hills. She received her law degree from Rutgers University School of Law-Newark and her master of laws degree from New York University School of Law. She has also taught taxation courses at Cal State Northridge, Golden Gate University and Chapman University School of Law.

Xuguang (Steve) Guo,
Asst. Professor of Management
Steve Guo received his doctorate from the School of Management and Labor Relations at Rutgers University. Before joining Cal Poly Pomona he worked as an assistant professor at the University of Wisconsin-Whitewater and taught human resource management, compensation and benefits for undergraduate and MBA students. His research focuses on compensation, employee benefits and entrepreneurship. He has been published in Cornell University's Industrial and Labor Relations Review and other journals.

Candice Huynh,
Asst. Professor of Technology and Operations Management
Candice Huynh recently completed her doctorate in operations and decision technologies from The Paul Merage School of Business at UC Irvine. She graduated magna cum laude in mathematics and economics from UC San Diego. Her research interests cover game theory for operations management, supply chain management and decision theory.

Trayan Kushev,
Asst. Professor of Entrepreneurship
Trayan Kushev has joined Cal Poly Pomona from the University of Louisville, where he recently completed his doctorate in entrepreneurship. At the University of Louisville he taught various entrepreneurship courses such as entrepreneurial creativity and innovation and entrepreneurial finance. He also has experience working with for-profit and nonprofit startups. Kushev's research focuses on the psychological aspect of being an entrepreneur.

Jared Oakley,
Asst. Professor of Marketing
Jared Oakley holds a doctorate and a master of business administration in marketing and supply chain from the University of Memphis. While completing his degree, he taught classes in consumer behavior and principles of marketing and was selected to participate in the American Marketing Association-Sheth Foundation Doctoral Consortium. His research focuses on sales force management, strategy and policy. In addition to a number of conference proceedings, Oakley’s work has been published in the Journal of Marketing Education, Journal of Advertising and the Journal of Relationship Marketing. Prior to joining academia, he worked for FedEx, where he held positions in sales management, sales training and product development.

Nelson Pizarro,
Asst. Professor of Entrepreneurship
Nelson Pizarro received his doctorate at Grenoble Ecole de Management, where he focused his primary research on opportunity design and sustainable organizations. Pizarro’s research has been published in the New England Journal of Entrepreneurship, Academy of Entrepreneurship and Economics et Societes. His areas of specialty include entrepreneurship, innovation and creativity, new venture creation, strategy and business modeling. Before joining Cal Poly Pomona, he was an assistant professor of entrepreneurship at California Lutheran University as well as a faculty member at Cal State Chico and The Evergreen State College in Washington. He has founded six companies, including EcoStatic Inc. He also has experience in a corporate environment working for multinational companies such as Brother International Corp. and, in the government sector, working for Miami Dade College and the City of Gainesville, Florida.
When Cal Poly Pomona began its capital campaign six years ago, we asked you to believe in our vision and invest in the future of thousands of students. You more than heeded the call: $160 million was raised with $21 million allotted to the College of Business Administration.

Now it’s time to put our vision into action. Pledges, endowments and bequests will fund academic centers, scholarships, labs and more. We’ve listed some examples of how money will be spent, so you can see it’s a great time to be a Bronco!

The newly launched CBA Executive Mentor program will pair our high-achieving juniors with leaders from industry. Thanks to the support of alumnus Barry Hirschfeld (’64, business administration) and Access Partners, students will be able to shadow their mentors, attend networking events and special retreats, and receive scholarship money.

We pride ourselves in producing career-ready graduates, and now we want to ensure they can be successful leaders. A $100,000 gift from Gregory Schofield (’77, biology) and his wife, Charlene (’77, foods and nutrition), will fund faculty research fellowships to update existing curricula as well as create new courses on leadership. The hard work of our faculty will allow us to create a minor and certificate program in Leadership Studies, a course of study that will be available to all Cal Poly Pomona students.

A select group of CBA veterans, athletes and high-achieving students have received full-ride scholarships thanks to the support of Scott Mercer (’76, accounting), Larry Taff (’80, accounting) and Taff’s wife, Kheng See Ang. Their generosity has transformed lives. They have eliminated debt for first-generation college students, enabled them to attend graduate school and served as mentors to some. Mercer and the Taff family have renewed their commitment, pledging a total of $400,000 that will benefit students for years to come.

Mitch Hill (’80, economics) spent more than 20 years making his mark in the tech field until his passing last year. The Mitchell C. Hill Memorial Endowment celebrates his legacy by making advances in applied business technologies. Avanade honored its former chief executive officer by donating $500,000 to establish a new academic center, create a student-managed data cloud center, provide scholarships and enhance outreach to women and other groups who are underrepresented in the tech industry.

One of the biggest successes of the campaign was the construction of our three-building complex. Many people donated to our new home, and now Ron Gregoire (’71, accounting) wants to help us finish the job. He has initiated a $1.5 million matching challenge grant that will enable us to pay the remaining expenses on the building as well as create a fund for further enhancements. Information on naming opportunities and ways to invest in the project can be found at gregoirechallenge.org. Separately, additional pledges to the complex totaling more than $500,000 have been made by: Lance Calvert (’69, marketing management) and his wife, Elena; Mikey Segal (’80, accounting) and his wife, Lee (’80, foods and nutrition); Kathy Tully (’76 marketing management, ’80 master of business administration); Dino Tellone (’71, master of business administration); Michael Entzminger (’76 marketing management); and the Ray Family.

Your support has helped us achieve great things, but excellence is never stagnant. It must adapt to change and meet new challenges. As we continue to grow and enhance our projects and facilities, we hope that you will continue to support our excellence.

To learn about ways to give, please contact Jeff Cox, director of development, at (909) 869-2755 or jecox@cpp.edu.
THE NUMBERS

TOTAL AMOUNT RAISED FOR COLLEGE OF BUSINESS
$21,080,335

LOWEST AMOUNT GIVEN
$1.77

LARGEST AMOUNT GIVEN
$5,000,000

NUMBER OF NEW DONORS
1,403

TOTAL AMOUNT OF DONORS
2,597

NUMBER OF FACULTY AND STAFF DONORS
67

TOTAL AMOUNT DIRECTED TO STUDENT SCHOLARSHIPS
$1,019,366
The first in her family to graduate from college, Cynthia Luna is now a Northrop Grumman employee.
NEW FACES BLOOMING IN TECHNOLOGY

As a first-generation college student, I was full of mixed emotions when I walked onto Cal Poly Pomona’s campus. I was excited to enter a new stage of life but nervous because I was on my own.

I was making a difference in my family and community by being a college-educated Latina, so I felt proud but also insecure because I didn’t know what to expect from this adventure.

I only knew that I wanted to study information technology and that Cal Poly Pomona’s program was highly respected and recognized by the federal government as a Center of Academic Excellence for its information assurance curriculum.

I remember walking into my first computer information systems class and realizing I was the only girl. I felt a little lost and scared because I did not know anyone and all the males seemed to know each other. I sat in a corner near the door ready to leave class if I felt I did not fit in or did not understand the material. At the end of the class, I approached Dr. Louise Soe and told her how intimidated I felt. I asked her whether I could be a successful CIS student because it appeared that all the guys knew what they were doing and I did not. Dr. Soe told me not to feel intimidated. We were all there to learn.

I should not have been surprised by the makeup of my class. Nationally, only 18 percent of computer and information science undergraduate degrees are awarded to women despite the fact that women outnumber men in college. At Cal Poly Pomona, I often was the only woman or only Hispanic woman in my CIS classes.

As the first few weeks of school passed, I asked Dr. Soe all the questions that were floating in my mind. She only smiled and said that college was the perfect time to explore my passion within information systems. She also advised me to seek help whenever I needed it and to keep active in my classes. She ended our conversation with: “If you do all this, you will be on your way to becoming a successful student and professional. I definitely see you with a managerial position in the future.”

Those words gave me hope and made me push myself to reach my goal.

When someone has true passion for a career, neither distance nor age matter. Dr. Soe wanted me to graduate from the CIS Department and offered to be my mentor, even as she was embarking on her retirement. She also introduced me to CIS Adjunct Professor Anna Carlin, who always listened when I was frustrated or wanted to give up. Some of my classmates who doubted my skills eventually became some of my closest friends thanks to Professor Carlin’s advice.

Both professors helped me refine my resume and gave me interview tips, which led to internships at Sony Network Entertainment and Allergan. I graduated in 2014 and work as a computer security analyst for Northrop Grumman assigned to classified projects.

One thing I wanted to do after college was give back to Cal Poly Pomona by helping and encouraging other students. I was honored when the CIS Department asked me to speak to young girls about careers in technology at a special CyberGirlz Summit for the Los Angeles Unified School District. Seeing a room full of girls express interest in coding and cybersecurity made me glad to know that more women were interested in this career path. I also look forward to the day when I can mentor young women and guide them just as Dr. Soe and Professor Carlin helped me.

Together, we can not only change the face of technology but change the faces of people working in technology.

See Cynthia Luna’s video story on CBA’s YouTube channel: youtube.com/cbacpp
SNOW GLOBES TO MATH APPS
INNOVATIVE PROGRAM CROSSES BOUNDARIES

It began six years ago with a couple of professors from different disciplines serving on a committee. But professors Kemi Sawyerr of the Management and Human Resources Department and Winny Dong of the College of Engineering never realized that their time together would lead to one of the most innovative and exciting programs at Cal Poly Pomona.

“I was looking for ways to expand our entrepreneurship program with more of a polytechnic approach and began to inquire about ways engineering students were learning business practices,” Sawyerr says. “When I met Winny, she had a similar interest. From there everything began to click.”

“We just had one of those eureka moments,” Dong recalls. “Kemi asked about product design, testing, prototyping, commercialization and fielding, and the light bulb went on…. I thought, yes, we can do this!”

“This” began rather modestly. A few of each professor’s best students and a handful of others doing independent study formed a class that produced a special edition Cal Poly Pomona snow globe in a mere 10 weeks from concept to market. The production run of 100 units sold out even more swiftly.

“That product used a special viscoplastic fluid that uniquely allows the snow particles to float without shaking,” Sawyerr says. “It was a breakthrough effort completed in only one academic quarter.”

That small student project almost six years ago has blossomed into a yearlong program involving four professors and dedicated students from the colleges of
Business Administration, Engineering and Science who compete for entry.

That single snow globe has grown into multiple product plans and competing project designs, all contending not just for faculty and peer support but also a growing pool of grant money.

“We started with a small $2,000 pool of grant money I had in our first year,” Dong remembers, “but now we’ve received NCIIA [National Collegiate Inventors and Innovators Alliance] grants totaling $28,500. And we hope to do even more.”

Students this school year are busy tinkering with new ideas while the 2013-14 cohort chose to create two products after students voted them as most likely to succeed.

One is what electrical and computer engineering student Keith Brase calls a “Desk E,” a clever gadget made of high-density plastic with a sturdy aluminum clamp that extends
“We built ours from the ground up, trying all kinds of designs. It was an awesome learning experience.”
the desktop workspace for students in classes with small tables.

“Students today routinely engage in multitasking,” Brase says. “And there’s just not enough [desktop] room to do that in most classrooms. We’re selling our units for $20 each, and they’ve been moving briskly.”

Leonard Lacsamana’s (14, management and human resources) team developed a smartphone application that can solve complex mathematical problems in seconds.

“We built ours from the ground up, trying all kinds of designs,” Lacsamana says. “It was an awesome learning experience.”

Lacsamana’s teammate Seena Foroutan, a marketing student, began to sell their product for only $1.99 apiece. Foroutan’s team has sold several dozen units and used his expertise in marketing to target local schools, particularly those who believe the app can help students learn how to solve complex problems.

As this innovative program continues to mature, additional faculty members have offered their services. Marketing expert Bob Fabrize, one of CBA’s newer hires, has joined Sawyerr and Dong to add his experience in professional sales and sales management. Across campus, Tom Thoen has joined the team to add his experience in engineering technology.

In recent years the program has included visiting experts from disciplines as diverse as product design, patent law, information technology and cost accounting to expose students to the full array of skill sets needed for product success.

Sawyerr and Dong agree they are not done building.

“Our future is unlimited,” Sawyerr says. “I hope we can scale this program more universally to include every college on campus and permanently with more external support. We want to develop an entrepreneurial ecosystem that cultivates students into launching their own businesses after graduation.”
Conrad Goetsch was a bit concerned. He had recently moved from North Carolina to California to begin his pursuit of an accounting degree at Cal Poly Pomona. He didn't know anybody. He was unaccustomed to the university culture, didn't know his way around campus and was unsure of his future. He seemed to be spinning his wheels.

Fortunately, he was a veteran of the United States armed forces.

"I got some help from our admissions office," remembers Goetsch who is among the approximately 100 business majors who self-identify as veterans. "But I had some serious issues and challenges about GI Bill benefits, classes I needed, the usual stuff. I had lots of questions about almost everything."

Then Elke Azpeitia and the new university Veterans Resource Center (VRC) came to the rescue.

Blessed with Kellogg Foundation and other grant monies, the VRC opened its doors in fall 2012 with Azpeitia as its full-time coordinator. The daughter of a retired Marine Corps gunnery sergeant, she quickly found an enormous pent-up demand on campus for assistance in all areas of university life and beyond.

"We were given a central location midway between admissions and the registrar's office," she says. "It quickly became a magnet for vets from all four services, and we outgrew the space early in our first year."

Along the way she helped form a Veterans Advisory Committee initially composed of seven other members, four of whom claim primary allegiance to the College of Business Administration. That led to a series of CBA-hosted and sponsored activities, including a visit from noted Auburn University veterans expert David DiRamio and a luncheon for veterans last spring that attracted dozens of CBA faculty and staff, and even more students.

"Business has been overwhelmingly our most proactive college in support for our student veterans," Azpeitia says. "Anna Carlin and Jeanne Almaraz are two of my go-to people, and Pam Adams is a first option for all advising questions. Now we have support of all business departments for our vets, and our goal is to extend that to all eight colleges."

CBA also has assumed a leadership mantle by financially supporting veterans who have declared a business administration major. This school year alone, six veterans have their tuition and fees paid thanks to two scholarships created by alumni Scott Mercer ('76, accounting) and Lawrence Taff ('80, accounting).

The success of the fledgling VRC, largely boosted by CBA energy, was recognized by U.S. News & World Report last fall and tied for 11th among regional universities in the West as a Best College for Veterans. Cal Poly Pomona was one of only two Cal State universities to make the list.

"Aside from this achievement, the [Cal Poly Pomona] campus has made student veterans a priority," observes Patrick O'Rourke, director of veterans affairs for the CSU system. "We know this from the voices of student veterans. We see this in the decisions Cal Poly leadership makes on behalf of student veterans. We find this in the care, sensitivity and advocacy expressed by Cal Poly faculty toward their student veterans. A community of student-centric educators like those found at Cal Poly is more than deserving of such accolades."
DOLORIS BARSELLOTTI
Emerita Professor of International Business and Marketing
Barbelloti broke barriers by becoming one of the first female students to study at Cal Poly Pomona and was the first female tenure-track professor hired by the marketing department in 1972.

She was an active member of Pi Sigma Epsilon, a national organization for aspiring sales and marketing professionals, and held several executive positions, eventually serving as the organization’s first female president. She also was the national director of Mu Kappa Tau, a national honor society for marketing students.

At Cal Poly Pomona, Barbelloti helped create a centralized, professionally staffed advising center, now known as the Student Success Center, and established the United Business Student Senate, a council that represents all business clubs. She also was appointed as the university’s associate vice president for finance and development under presidents Hugh La Bounty and Bob Suzuki until she returned to the classroom in 1992.

MICHAEL CARNEY
Emeritus Professor of Finance, Real Estate and Law
For 28 years, Carney served as executive director of the Real Estate Research Council of Southern California, one of the oldest and most respected nonprofit real estate data organizations in the country. His in-depth knowledge of real estate trends has been sought by notable publications in the state including the Los Angeles Times, San Francisco Chronicle, San Jose Mercury News and San Diego Union-Tribune, making him the most quoted professor at Cal Poly Pomona. He has mentored many students who served as his assistants for the research council, giving them valuable hands-on learning experiences. He received his doctorate in economics from UCLA.

HELENA CZEPiec
Emerita Professor of International Business and Marketing
Czepiec joined Cal Poly Pomona 1989 and coordinated the international business option from its inception and 15 years thereafter, helping it become one of the college’s more popular career fields with more than 500 students. She taught courses in exporting, international marketing and marketing strategy and was named outstanding international business professor several times by students.

Her research has appeared in more than 100 publications, covering issues in international advertising, marketing education and consumer behavior. In 2012, she was named Marketing Educator of the Year by the Marketing Educators Association, and has served as past president of the Western Marketing Educators Association.

She received her doctorate from The Ohio State University and also lectured at the Asian Pacific Business Institute Program in Beijing and taught at the Lublin Business School in Poland.

LYNN TURNER
Emeritus Professor of Management and Human Resources
In a storied 35-year career, Turner served as department chair, associate dean, vice president of student affairs and dean of the College of Business Administration. During his tenure as dean, Turner was instrumental in promoting innovative design of the new CBA building and in seeking private donations for its completion. He successfully led the effort to maintain accreditation with AACSB—International, the Association to Advance Collegiate Schools of Business. As associate dean he helped build the college’s information technology infrastructure and service into one of the strongest on campus. As a college leader and professor, he advocated integrating cutting-edge technology into the curriculum including cybersecurity, radio frequency identification and application of enterprise software. He supported student clubs and served as advisor to Enactus (formerly Students in Free Enterprise), which helped small business owners and entrepreneurs in Pomona. He guided this club to two national competitions and a quarterfinals finish in 2014.

RALPH WESTFALL
Emeritus Professor of Computer Information Systems
He taught computer programming, web development and several other courses for 15 years in the CIS Department, vigorously enforcing his strong commitment to academic integrity. He is a noted researcher on the topic of telecommuting and three of his articles appeared in Communications of the ACM, one of the most respected publications in the information systems field. Westfall's work was identified as one of “The Exemplary Works in Information Systems Research” in The Handbook of Information Systems Research. Westfall also served as faculty adviser for the Interactive Web Development Association student club for nearly a decade. He also organized a high school website development competition for four years, encouraging students to pursue information technology careers. He was chosen as the outstanding CIS faculty member by business students in 2003. He received master's degrees from UCLA and USC and a doctorate from Claremont Graduate University.
145 YEARS OF SERVICE
CBA COURSES HELP ENTERTAINMENT ALUMNI LAND PLUM ROLES
It was a routine June weekday. At Dodger Stadium, Magic Johnson stopped in to see what was going on. Over at Staples Center, only three credentialed photographers were permitted on the ice as the Los Angeles Kings won the greatest prize in professional ice hockey, the Stanley Cup.

Across town, it was time to board another transoceanic flight to sign new business deals for 20th Century Fox with clients in Tokyo and Beijing.

And a few weeks later down the I-5 freeway, planning commenced to host some 25,000 guests at Petco Park in San Diego for a tribute to the late Tony Gwynn, one of the most moving events in that city’s history.

Just another day at the office for four Cal Poly Pomona business entertainment alumni.

Started in 1999 with a trial run of a newly proposed class in Sports Marketing, the Entertainment Marketing track skyrocketed a decade later with about 400 students and courses reaching into motion pictures, television, special events, destinations and venue management. The program exists today and continues to place students all over Hollywood.

In those growth years Hayley Perry (’08, marketing) already knew entertainment was her passion. She earned a highly prized internship at 20th Century Fox that led to her joining Paramount Pictures as a full-time assistant regional publicist a year later. Shuttling between New York and Los Angeles over the following five years, she would appear in stints for “Entertainment Tonight,” rub shoulders with superstars such as Barbra Streisand and help launch the full range of films, such as the “Transformers” series, coming from the legendary film studio at 5555 Melrose Avenue.

Newly promoted, Perry now is a national publicist for CBS Films where she recently was part of the team that promoted the film “Inside Llewyn Davis,” which received a Best Picture nomination at the 2014 Golden Globes.

“Our industry is really small,” she says. “Everybody knows everybody else, so as a result you must find your way to crack into the club.”

Josephine Chi (’12, marketing) found her way into the club thanks to a tip from her department chair about an internship opening at Disney. Her stint at Disney led to jobs at CBS Radio and Warner Bros. Television. Chi now works at The CW network as a network distribution and affiliate marketing coordinator.

“None of this would have happened without my marketing and business core classes and then the big projects we did in our entertainment courses,” Chi says. “You must start early in this highly competitive field, be willing to work extremely long hours and have the passion for it. Our major group projects in Sports Marketing and our launch of the then new ‘Batman’ film in the movies class gave me the edge.”

For entertainment alumnus Alex Solverson (’11, marketing) the path was slightly different but equally successful. Encouraged first by veteran marketing lecturer Michael Assumma and then his theater professors, he entered the field as a college campus intern for Focus Films in 2009, and later landed a job as a page at NBC in Burbank.

“Hanging out with Jay Leno and all his cool A-list guests never can hurt your portfolio,” Solverson jokes. “That job helped pave the way for later gigs with Universal Pictures and then back again to NBC in its licensing division.”

Now he is a global jet-setter focusing on international licensing deals for Fox with a special concentration on the Asian markets — growing giants such as Japan, China and South Korea — where Solverson must meticulously navigate through each nation’s laws, customs and cultural sensitivities and preferences to strike the best deal for Paramount.

“As our numbers grow in this industry, it’s noteworthy to see how the Cal Poly Pomona entertainment program has garnered a certain networking cachet around town,” Solverson says.

The sports side of the entertainment industry features an equally impressive lineup of Cal Poly Pomona alumni, a roster that continues to grow with recent graduates. Assistant Professor Anthony Kim, who completed doctoral coursework in sports management, was recently hired to bolster student demand in this field.

Along the way the program continues to forge its innovative path employing its unique polytechnic approach. For example, Kathleen Davis (’77, kinesiology), marketing lecturer, recently developed a special topics course simply called “The Super Bowl” as an acknowledgment that entertainment as an industry no longer is compartmentalized.
"Entertainment has morphed from just another day at the ballpark or movies into mega-events," says Davis, who runs her own market research firm that includes clients from Major League Baseball, the National Football League and the National Hockey League. "The Super Bowl is the epitomization of that. Now cities bid for this event in the same manner as they do for the Olympic Games. Our students examine the full range of issues surrounding this amazing phenomenon."

Practicing what she preaches, Davis brought a student to perform market research and evaluate the fan experience with her team at Super Bowl XLVIII this year in New Jersey.

Two of Davis' former students — John Paniagua ('14, marketing) and Matthew Wilson ('14, marketing) — continue to work with her firm as independent contractors, and senior Hamad Alhassen is currently an intern.

Amanda Stephen recently signed on with a global event marketing firm after duty as executive assistant to the president of the Padres. She says the major hands-on projects primarily prepared her for what she faced in San Diego.

"We lost the voice of our team, [longtime announcer] Jerry Coleman, and then the city's icon, [Hall of Fame player] Tony Gwynn, in this past year," Stephen says. "You can't plan for immediate, unexpected events like this. We had to dig deep to respect and recognize what these legends have meant to our community and to embody the values they brought to the game."

Vanessa Bonilla ('11, marketing) was working as a bank teller while attending Cal Poly Pomona but had dreams of a career in sports. An internship with the Kings gave her experience in the industry, which led to a fan service representative job with the Los Angeles Dodgers. She works now as executive assistant to the Dodgers vice president for external affairs and community relations.

"What I liked about Cal Poly Pomona was the personal touch, the close relationships I developed with my professors."

"You must be ready for anything and everything," Bonilla says. "Entertainment is about the fan, the participant, who demands a great fan experience. And that's exactly what we plan to deliver."

The "game" for Gary Vasquez ('04, marketing), who started his ascent by enrolling in the Sports Marketing class more than a decade ago, has been photography. A hobby blossomed into freelance work by 2006, and a year later he was selected to follow the NHL's Anaheim Ducks all the way to the Stanley Cup finals.

"What I liked about Cal Poly Pomona was the personal touch, the close relationships I developed with my professors," Vasquez recalls. "Now I'm shuttling from major league baseball games to the Rose Bowl to NASCAR to the Stanley Cup championship game. Sometimes as sports photo editor for Yahoo nationwide I gotta pinch myself to see if my life is really real."
TRAVIS COOK
('13, finance, real estate and law) spent the summer abroad studying international law, first in Tokyo, Japan, then at Oxford University in England. He is beginning year two at Santa Clara University's School of Law, and simultaneously is starting work on his MBA degree this year at the Leavey School of Business. Travis expects to graduate with a joint JD/MBA degree in 2017. He was the only graduate of the business college to graduate with three distinguishing marks in 2013. While at Cal Poly Pomona, he was a member of Kellogg Honors College, was named a President's Council Scholar, and graduated magna cum laude.

MELISSA CRUZ
('07, international business and marketing) worked in advertising sales for sports network ESPN until she decided she need a big life change. Without a job lined up, she left California and moved to New York City. She found a job as a sports marketing coordinator for Sirius XM Radio and has been with the company the past four years. She writes: “I am in love with NYC. I may never move back to Cali.”

ROBERT EINSTEIN
('96, finance, real estate and law) has been CEO of UMe Credit Union in Burbank for the past four years. He began his career in accounting at AFTRA-SAG Federal Credit Union. Next, he became the Vice President Finance/Chief Financial Officer at UMe Federal Credit Union (then Burbank Community Federal Credit Union), a position he held for 10 years. He also was part of a team that received Image Enhancement and Website Redesign awards from the Marketing Association of Credit Unions and a Global merit award from Rebrand.com for their successful rebranding project. He is married to Elena Einstein ('04, e-business) who works as a contract manager at Boeing.

PATRICIA MARTINEZ
('91, management and human resources) achieved tenure status at Loyola Marymount University's College of Business Administration where she focuses on organization behavior and human resource management. After graduation from Cal Poly Pomona, she worked in industry, then became a Riordan MBA Fellow at UCLA Anderson School of Management and received her doctoral degree from UC Irvine. She is one of only 40 female, Hispanic, management business school faculty in the country. A first-generation college student, she credits her involvement with the university's Latino Business Student Association with broadening her network and introducing her to people and organizations that supported her educational goals, including the PhD Project.
Fellow Alumni,

This is an amazing time of year. Football and basketball are in full swing, the weather has cooled and the holidays allowed us to reconnect with family and loved ones.

This is also a great time for alumni to make a resolution to reconnect with our alma mater and the CBA Alumni Chapter. We have doubled our membership in less than five years, allowing us to host the most events in the chapter’s history. We recently organized an alumni-only preview to the pumpkin festival, which was a great success. We will continue to offer more popular events, including our Executive Speaker Series as well as networking and career-building events for recent grads. If you visit the Alumni Association’s Facebook and Twitter pages, you’ll often see the hashtag #cppproud. Having been involved with the CBA Alumni Chapter for more than four years, I am CPP Proud. I am proud of and consistently amazed by our members and everything we have accomplished in our professional careers. I am proud of the direction of our chapter and everything we want to accomplish.

We want to share that pride with you!

Continued success,

Nick

Nick Felter
President
College of Business Administration Alumni Chapter
alumni@cpp.edu

ALUMNI UPDATES: RECEIVED A PROMOTION? LANDED YOUR DREAM JOB? HAD A BABY? WE WANT TO HEAR ABOUT IT! EMAIL YOUR CLASS NOTES TO CBA@CBA.CPP.EDU

UPCOMING EVENTS

JANUARY 12 / CBA ALUMNI CHAPTER E-BOARD / GENERAL MEMBERSHIP MEETING
Meetings are held in the Office of Alumni Affairs Conference Room, Building 220B, Suite 133 at Cal Poly Pomona from 6:30 p.m. to 8 p.m. New members are welcome. For more information, contact alumni@cpp.edu.

FEBRUARY 4 / LEADERSHIP FORUM PRESENTS CAPTAIN RICHARD PHILLIPS
In 2009, pirates hijacked the Maersk Alabama and held Capt. Richard Phillips hostage for five days in a small lifeboat in the middle of the Indian Ocean. His kidnapping became an international news story that inspired a major motion picture starring Tom Hanks. For more information, contact Kristen Files at kjfiles@cpp.edu.

FEBRUARY 10 / KICK-OFF PARTY FOR BRONCO STARTUP CHALLENGE
This competition offers student-entrepreneurs a unique chance to pitch ideas to professors, venture capitalists and business professionals. Last year, the College of Business Administration and donors awarded $11,000 in cash prizes. Learn more about the competition at the kick-off party. For more information, contact Kristin Files at kjfiles@cpp.edu.

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FEBRUARY 20-21 / HACKPOLY
In its second year, Cal Poly Pomona’s hackathon will challenge contestants to create a unique and usable product in just 24 hours. For more information, visit hackpoly.com.

MARCH 7 / TAX DAY
The Accounting Department will host a special on-campus event that includes free income tax filing by students and a resource fair highlighting free and low-cost services to working families. For more information, visit cba.cpp.edu.
“I STOOD ON THE SHOULDERS OF THOSE WHO HAD COME BEFORE ME. NOW IS THE TIME FOR OTHERS TO STAND ON MY SHOULDERS.”

CLASS OF 1969 ALUMNI LANCE CALVERT AND HIS WIFE ELENA ARE USING ONE OF SEVERAL PLANNED GIVING OPTIONS TO DONATE A PORTION OF THEIR ESTATE TO THE COLLEGE OF BUSINESS ADMINISTRATION ENDOWMENT.

LEAVE YOUR MARK

INCLUDE CAL POLY POMONA IN YOUR ESTATE PLANS

MAKE A GIFT THROUGH THE ANNUAL FUND

FIND OUT IF YOUR COMPANY PARTICIPATES IN A MATCHING GIFT PROGRAM

JEFF COX
DIRECTOR OF DEVELOPMENT,
COLLEGE OF BUSINESS ADMINISTRATION

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