

BEER DESSERT?

Students Launch Gourmet Beer Ice Cream

PARTING GIFT

Retiring Prof. Leaves CBA \$500K

CURATING ALUMNUS

Protecting A University's Rose Float Legacy

OVATION

NO. 3

COLLEGE OF BUSINESS ADMINISTRATION

A FOCUS ON PEOPLE AND ACHIEVEMENT



CAL POLY POMONA

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MASTHEAD

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On The Cover: Computer Information Systems students (from left to right) Raissa Engelhard, Tatiana Kambwa and Barbae Marquez are the first recipients of the Avanade Women in IT Scholarship and pose with a bright orange frame like many of the company's employees. – Photo by Tom Zasadzinski

OVATION

This is a time of change at Cal Poly Pomona. In the past 18 months, we've welcomed a new President, a new Provost as well as other administrators that will build on our proud past for an exciting future. Serving as interim dean during this time has been extremely gratifying and has increased the sense of pride I have in this exceptional campus.

Seeing everything from this perspective has been a wonderful experience. It has reinforced how many dedicated faculty, staff, students and alumni influence the College's success. For the first time in the College's history, we received our accreditation renewal from the Association to Advance Collegiate Schools of Business on the first attempt. Not only does that AACSB seal signify our place in the nation's top 4 percent of business schools, it shows we continue to evolve as standards evolve with the learning environment. Providing a top-tier education is always challenging; I'm very proud to report that we continue to make significant progress.

As you will read, the College consists of high performing students who are successful in a variety of endeavors. Members of Pi Sigma Epsilon, our sales fraternity, swept their regional intercollegiate competition. Their success resulted in UPS salespeople and managers volunteering to help them train for the national competition. Bryan Marasco, a senior in marketing management, used his prize from the Bronco Startup Challenge to start Scoops On Tap, a gourmet non-alcoholic beer ice cream with his lifelong friend.

The College has excellent faculty who provide quality learn-by-doing experiences consistent with our polytechnic identity. In this issue, we profile professor emeritus and Cal Poly Pomona graduate, Dr. Robert Hurt. For nearly thirty years, Dr. Hurt served the department, College and university well in a number of different roles. He is a forensics accounting expert with a lengthy list of accomplishments, including being the key contributor to the revival of our Accelerated MSA program. On his last day on the job, he bequeathed the College \$500,000, because he felt a moral obligation to give back.

Our cover feature showcases a trio of computer information systems students who were awarded \$15,000 Avande Women in IT scholarships. These scholarships are funded by the Mitchell C. Hill Memorial Endowment, which Avande established named to honor the legacy of its former CEO. The donation has created a new academic center for applied business information technology, which oversees several projects including a student-managed cloud computing data center, faculty research, outreach efforts to women and other underrepresented groups in addition to student scholarships.

Thank you to everyone who has contributed to our success; your efforts are very much appreciated.

Best,
Cheryl R. Wyrick, Interim Dean



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NEWS



MARKETING PROFESSOR PRESENTS ON BIG DATA ETHICS

Should a fitness band manufacturer be able to sell a person's exercise and sleep habit information? Cal Poly Pomona professor Kristen Schiele has performed extensive research on similar ethical questions and presented her findings at the Direct/Interactive Marketing Research Summit.

"In technology, the innovation curve is moving much faster than the regulation curve," the College of Business Administration marketing faculty member says. "Companies have all this information and they don't know what to do with it, but even if they did, many don't know how to keep it private. How do we ethically use it and protect it?"

Schiele co-authored a paper titled, "Big Data, Big Problems: The Challenges of Big Data Ethics and Digital Privacy," with Jack McAlplin of DZ Solutions that analyzes the current state of privacy in Big Data and traveled to Boston, Mass. to speak.

The annual conference gives academics and practitioners an opportunity to learn from each other and exchange ideas on digital, social media, database and direct/interactive marketing topics. Presenters were chosen based on the quality of their research and ability to bring new knowledge into the field.

"Going to these conferences, I'm able to get feedback on my research from academics and make connections with companies that can get our students jobs or partner with us on projects," Schiele says. "Creating partnerships both academic and with other people in the industry is really important and one of the big reasons I traveled to Boston."

UNDERGRAD AND GRAD PROGRAMS RETAIN AACSB ACCREDITATION

The Association to Advance Collegiate Schools of Business (AACSB) is a global organization that gives its endorsement to less than five percent of North American universities. Cal Poly Pomona's College of Business Administration has been in that elite company for 20-plus years and will be for another five after recently passing its Continuous Improvement Review.

AACSB sets forth difficult criteria for initial accreditation, taking into account broad factors like overall program quality and strategic direction. It also

scrutinizes small details like an institution's organized framework for tracking and supporting day-to-day operations.

The peer review portion of the evaluation brought officials from different North American universities to the Cal Poly Pomona campus where the team spent three days conducting interviews and reviewing documents.

Obtaining AACSB accreditation is known worldwide as the longest standing, most recognized form of specialized/professional accreditation an institution and its business programs can earn, according to AACSB. It was the College of Business Administration's first time receiving the stamp of approval on its initial renewal attempt.



THREE STAFF MEMBERS AWARDED AMELIA HAMMOND SCHOLARSHIP

Each year, four Cal Poly Pomona staff members are selected for the Amelia Hammond Scholarship. Of the 2015 recipients, three of them were from the College of Business Administration.

Student Success Center advisors Jacquelyn Trejo (right) and Pam Adams (center) were recognized in a November ceremony along with graduate business program advisor Tricia Alicante (left.)

Trejo plans to apply her award toward traveling to the National Academic Advising Association's (NACADA) annual conference while Alicante expects to use hers toward traveling to an event put on by Asian Pacific Americans in Higher Education.

Adams will also be traveling to NACADA's Arizona meeting where she is scheduled to again be recognized, but this time by the organization as a winner of its Assessment Institute scholarship.

The Amelia Hammond scholarship was established in 1978 to assist Cal Poly Pomona staff members with educational and professional development goals



CLOUD COMPUTER CENTER GETS BOOST WITH JUNIPER HARDWARE DONATION

Juniper Networks is not only a leader in the software-defined networking, it's also going to help students at Cal Poly Pomona's Mitchell C. Hill Center for Applied Business Technology stay on the cutting edge with a generous gift of cutting-edge hardware worth nearly \$240,000.

"As we build this new cloud computing data center, we also want to incorporate software-defined networking so that we're doing the same thing leading companies are doing," CIS professor Dr. Ron Pike says. "Juniper was the first company—really a decade before the rest of the industry—to recognize the value and need so its products are the most mature."

Allowing network administrators to allocate resources and reconfigure networks in real-time depending on demand is what makes software-defined networking such a breakthrough. Pike says that Juniper not only on the forefront of software-defined networking, it's the second largest company building networking products, period.

The Mitchell C. Hill Center for Applied Business Technology was established by a \$500,000 gift by Avana. Hill, the founding CEO of Avana, graduated from Cal Poly Pomona in 1980 with a bachelor's degree in economics and a minor in computer information systems.

TOM STUDENTS COMPETE AT GLOBAL FINALS

A group of technology and operations management students from Cal Poly Pomona's College of Business Administration fell just short of a fairytale ending in their quest to win the APICS' TFC Global Student Case Competition.

Kirk Baghdassarian, James Saga, Erik Jorgensen and Tiffany Kao traveled to Las Vegas, Nev. to represent CPP in the event organized by the American Production and Inventory Control Society to test the knowledge of the world's leading supply chain management students.

The competition used software simulations that provided teams the chance to turn around an unprofitable juice company. Contestants then had to justify decisions to a panel of industry experts during an equally-weighted presentation.

"Having a team make the finals at a global competition speaks for itself about our department and the quality of student it attracts," TOM department chair Abolhassan Halati said. "Beating the world's best undergraduate and graduate schools to get there is quite an achievement."

In order to receive an invite for the Vegas event, the team had to win a March regional qualifier that featured universities from the western United States, Asia and Latin America. Organizers said it was the first time they had seen an undergraduate team emerge the outright victor.

SALES FRATERNITY HEADED TO SELL-A-THON NATIONALS

For the second consecutive year, Cal Poly Pomona was the site of sales, marketing and management fraternity Pi Sigma Epsilon's Western Regional Pro-Am Sell-A-Thon, a competition conceived to train and develop students in all aspects of the business-to-business sales process.

"Only two people from our chapter competed in the Pro-Am last year," second-year marketing student Jessica Rockwell said. "We had eight or nine this year and I don't mean to be sound cocky, but we kind of swept the competition."

Rockwell finished second behind fellow Bronco Chen Wu in the selling event PSE's Danielle Kellum took top honors in the speaker's portion, the other half of the competition.

Wu was presented with a the first place trophy and provided travel accommodations as well as complimentary registration to represent the western region at PSE's national convention March in Milwaukee, Wisc.



CBA WELCOMES FIRST EXECUTIVE-IN-RESIDENCE

In its latest move to evolve with the changing landscape education, Cal Poly Pomona's College of Business Administration has appointed its first executive-in-residence.

John W. Tush is a 42-year veteran of the food packaging industry that joins the CBA as an executive-in-residence on one-year renewable terms.

Tush held management positions with Sweetheart Cup and Scott Paper Company before becoming president and CEO of Access Partners, the largest packing brokerage company in the western United States.

As an executive-in-residence, Tush will bring an energy and perspective to the College that give classroom studies and applied research projects additional meaning. He'll also have one-on-one sessions with students on their prospective career choice and advising beyond college.

Tush recently established Access Partners Foundation, an organization that provides scholarships, mentorships, and job placements for Cal Poly Pomona business students. He is married with two sons, both Eagle Boy Scouts. 

NEW FACES



Randy Stein

With a doctorate in social psychology from Yale University and industry experience at Lieberman Research Worldwide scouring advanced analytics for Fortune 500 companies, Randy Stein brings a strong mix of formal education and real-world experience to the College of Business Administration. His specialization in social influence and non-conscious process in consumer decision making also brings a new dynamic to the marketing department, where Stein is also an advisor for the Marketing Research Club.

Stein says his ultimate teaching goal is to provide students with critical thinking skills. Because marketing is always changing and all of its ideas are up for debate, Stein prioritizes teaching students how to analyze concepts' strengths and weaknesses over teaching terms and definitions. He previously taught at Cal Poly Pomona before being impressed with the campus and students enough to want to join the faculty full-time.



Shuo Sean Zeng

E-business and operations management are global topics. Holding a bachelor's in automation and a master's in computer science from China's Tsinghua University as well as a doctorate in management from the University of Arizona, Sean Zeng is familiar with globalization. His teaching interests in operation management and information systems also line up perfectly with his role as full-time professor with the CBA's technology and operations management department.

When it comes to the spoken word, Zeng is fluent in English and Chinese while his proficiency in Java, C++ and SQL makes him trilingual in programming languages. He has co-authored an article on user-generated content within social media predicting market success as well as a book that examines contractual details of agreements between owners of a revenue-generating unit and a service provider in a framework of principal-agent economic model.



Mohammad Salehan

There is a testimonial on Mohammad Salehan's LinkedIn page that says he, "is the smartest person I have had the privilege to work with." In his short time as a full-time professor with the computer information systems, Salehan is quickly showing why he is held in such high regard by former colleagues. A holder of a bachelor's in computer engineering, MBA with a concentration in information systems and a doctorate in information systems from the University of North Texas, Salehan worked as a software developer for five years before joining the College of Business Administration.

Salehan says he was drawn to Cal Poly Pomona because of the computer information systems department's reputation for being very technology-oriented along with an interest in starting a business analytics track. He believes that doing is an essential part of learning and assigns several projects during each quarter designed to prepare his students for a successful career. Salehan enjoys gaming on a mobile platform and studies success stories of the most popular downloads.



Kristen Schiele

While earning her doctorate in marketing from University of California, Irvine, Kristen Schiele used more than 10 years of marketing experience with companies like Fit for Green, The Irvine Company and Susan's Healthy Gourmet to help teach classes at the College of Business Administration as an adjunct professor. During that time, Schiele says she realized the university philosophy was in line with her own teaching philosophy and made the jump to full-time faculty member this year.

Schiele likes to focus her classes on critical thinking and creative problem solving. Each class session is designed to include a hands-on activity after the lecture so students can immediately apply the theories they just learned to solve a problem. When she's not presenting research or contributing articles to numerous marketing journals, Schiele can be found creating Lego masterpieces with her two-year-old son.

(From left to right:
Dario Rios, Maria
Barnett, Xiomara Tapia,
Jacquelyn Trejo and
Chris Neprasch)



New Staff Members

The College of Business Administration staff has received reinforcements in the form of five new faces excited to help with day-to-day operations. The Student Success Center was able to double its advising staff with the hires of Dario Rios and Jacquelyn Trejo, two individuals truly passionate about helping students. CBA communications efforts received a boost with Maria Barnett added as the dean's receptionist and Chris Neprasch taking over the College's magazine and social media reins. Finally, our TOM/EBZ departments have benefited from the addition of Xiomara Tapia as its administrative support coordinator.



Hector Flores

According to Hector Flores, Intel may have never moved into the processor market without important input from middle management. During his time earning an MBA from Columbia and a doctorate in strategic management from University of Massachusetts Amherst, Flores often focused on the overlooked role middle management has in a company's success. He says he loves teaching more than research and is excited to bring years of practical experience to students in the management and human resources department.

ALUMNI UPDATES



PATRICK HEYNE (MBA, '15)

With a foot already in the door as a mortgage loan officer at Bank of America, Patrick Heyne had his sights set higher when he enrolled in the College of Business Administration's MBA program. Heyne completed his master's this past June and was immediately rewarded with a promotion to Assistant Vice President – MBA Associate – with Bank of America's Leadership Development Program. For the next two years, Heyne will rotate every eight months to work with different senior leaders.

ERICA CRAIG (MHR, '13)

Since its first Panda Inn restaurant was opened in 1973, the Panda Restaurant Group has now expanded its operation with three concepts – Panda Inn, Panda Express and Hibachi-San – operating at more than 1,500 locations in the U.S. and Puerto Rico. Alumna Erica Craig was recently promoted from financial analyst to treasury supervisor of the privately-held corporation.

ANNA WOOTEN (FRL, '15)

It didn't take long for Anna Wooten to trade in her cap and gown for a professional wardrobe as she quickly found herself a business associate in NASA's Jet Propulsion Laboratory Early Career Hire Program. Anna will

be rotating throughout JPL's business organizations to gain cross-functional knowledge of all its business functions.

JOSHUA POTTER (IBM, '15)

W.W. Grainger, Inc. has hired Joshua Potter as a territory sales representative.

EVAN TSAI (CIS, '98)

College of Business graduate Evan Tsai joined Lucky Brand's IT controls and security division.

ROB NUÑO (IBM, '15)

Rob Nuño will now be showcasing Guidance Software Encase's products after joining the sales team.

MICHELLE TOM (ACC, '15)

Michelle Tom became a part of Kaiser Permanente as a financial analyst.

KATRINA M. PRESTO BAJET (MBA, '14)

Katrina Bajet accepted an offer from Nobel Biocare as a human resources generalist, operations business partner.

CHAD KANTER (ACC, '15)

Chad Kanter has joined Vavrinek, Trine, Day Co., LLP as a staff auditor.

JASE KASPEROWICZ (CIS, '15)

Jase Kasperowicz accepted full-time employment as an associate consultant role with cybersecurity powerhouse CrowdStrike.

ASHLEY WOMACK (MBA, '16)

Ashley Womack landed a position with the Inland Empire Utility Agency as a grants administrator.

CANDACE CHEN (IBM, '15)

Within a month of taking her graduation walk, Candace Chen began her professional career with PepsiCo as an operations manager.

AKONI VIRAY (MHR, '15)

Universal Studios Hollywood has hired Akoni Viray as a guest insights analyst.

ELLIE DU (FRL, '15)

Ellie Du accepted a position in Pacific Global Investment Management's client services department.

BRYAN TRAN (ACC, '14)

Bryan Tran has accepted a position as staff accountant with Goldline, LLC.

Send your career news to cba@cgp.edu.



ICE CREAM DREAM

Scoops On Tap Sets Out to Cash In On the Craft Brew Craze With Premium Dessert

Bryan Marasco (right) and Sam Howland (left) will take a run at making Scoops On Tap, a super premium ice cream with beer as an ingredient, into a full-time business following Marasco's graduation.

A

s Bryan Marasco and Sam Howland are setting up the Scoops On Tap booth on the patio of a local craft brewery, a woman interrupts asking if they were selling their ice cream that uses beer as an ingredient yet. After being told no, she says she'll come back later because her children love it.

The surrounding scenery around changes regularly. Tonight, it's a Movember prostate awareness event. They've peddled their super premium dessert while wearing costumes at a Halloween party and burned the midnight oil at a Lunar New Year Festival.

"This napkin dispenser is the best investment we've made," Marasco says. Minutes later, as he bounces on a newly-purchased rubber mat to test its comfort, he contradicts himself with, "These gel shoe inserts are the smartest money we've spent – we could barely walk after work before."

Marasco will receive his bachelor's in business administration with an emphasis in marketing in spring. Howland finished his degree in hospitality management last spring. They met at age 6 and have been inseparable since, sharing schools all the way through college when they both chose Cal Poly Pomona.

The night's flavors are listed in neon on a board. Every person that walks by is a potential customer and the childish smiles they shared 20 years ago playing video games return as they begin pitching flavors like California Black Beer Chocolate.

Howland is responsible for adding craft beer to ice cream. He worked at Dale Bros. Brewery during college and says he was experimenting with different ingredients to use as malt for vanilla ice cream when the idea to incorporate his employer's Pomona Queen amber lager hit.

Through trial and error, Howland refined his technique. Alcohol in the beer kept the ice cream from fully melting, so he extracted it to achieve ideal creaminess. He figured out how to use different brews to not dominate, but enhance the taste of popular ice cream flavors.

Salted Caramel Pomona Queen seems to be the hot seller at the Movember event – that's what a customer is asking about when Marasco's dad arrives. The elder Marasco is a successful commercial real estate entrepreneur and has become a Scoops On Tap regular.

"To be honest, I didn't think it would be ice cream he would get into going to Cal Poly Pomona," Marasco's dad says. "But I back him on it and wish him the best success."

BEFORE THE BRONCO STARTUP CHALLENGE

Late in 2014 was a turning point for their business. Howland was spending the nights off from his job at Dale Bros. Brewery on its patio selling his nameless frozen confections from a picnic cooler without as much as a business license.

The ice cream was a crowd-pleaser, rising in popularity until time demands outgrew the availability of Howland who was already a full-time student on top of his other occupation that actually paid the bills. Hiring help was one option, but it would only be a short-term solution to what his long-term vision included.

"I don't know if I'm necessarily 100-percent fit to be able to grow the company the way I want," Howland says. "Bryan and I have always been looking for some venture because we've always wanted to be entrepreneurs so this seemed like such a natural fit."

Cal Poly Pomona had already held up its end of the bargain with Howland, providing some of the essential tools he needed to create the product. He was banking the university would also come through on the administrative end where his life-long friend and now business partner was studying the ins and outs of running a company.

Once the partnership was official, Marasco began choosing courses geared toward entrepreneurship for his upper-division electives. He says advertising and marketing classes have helped him dissect and identify their target demographic while a management professor's life-experience-based lectures taught him the difference between being a manager and a leader.

In May 2014, the two decided their product was ready for the main stage and entered it in the Bronco Startup Challenge, an event where entrepreneurs compete for money to help launch their start-ups. They needed something to call their beer-flavored ice cream and Scoops On Tap was born.

"The Bronco Startup Challenge forced us to make a business plan," Howland says. "That was something we didn't think we were ready to create at the time, but it really evolved the company in our mind and pushed us to think how we were actually going to run the business."

ABOUT THE BRONCO STARTUP CHALLENGE



Once a year, Cal Poly Pomona's aspiring entrepreneurs compete for more than \$10,000 of seed money that pinnacles with a two-minute presentation at the Bronco Startup Challenge.

Any Cal Poly Pomona student with an innovative and scalable business idea can enter the event. Past winners have included skateboards made from hemp and a device that mounts to desks to increase the surface area.

"The Los Angeles venture capital community is always looking for ways to connect with young people," says Andrew Macintosh ('13, marketing,) who helped organize the 2013 competition. "Investors are looking for talent and are really interested in getting in touch with schools that are trying to build a culture of entrepreneurship."

Macintosh is a past president of the student entrepreneurship club PolyFounders. The Bronco Startup Challenge is a collaborative effort of the College of Business Administration, PolyFounders and the Bronco Entrepreneur Initiative, a group of professors dedicated to promoting entrepreneurship across all academic disciplines.

Ideas are chosen at a kickoff party and for the next three months, a series of meetings and seminars prepares students for the live presentation in front of a judging panel that has included angel investors and business executives in previous years.

The 2016 Bronco Startup Challenge finals are scheduled to take place May 12. For more information, visit www.broncostartupchallenge.com.



On the day of the competition, Marasco and Howland arrived with 100 samples and handed them out to anybody willing to give it a taste. The crowd feedback was overwhelmingly positive – the judges' agreed enough to award the duo third place and the prize money that came with it.

Following the Bronco Startup Challenge, Scoops On Tap was still an idea and a cooler. Taking home bronze was the reinforcement they needed to feel confident pushing the business to the next level.

Until then, a major issue Marasco and Howland had was keeping the ice cream frozen long enough to sell. The solution came in the form of a white portable freezer they've now covered in a massive Scoops On Tap logo.

The commercial-grade appliance that follows the pair to every event spends the previous night plugged in, where its internal temperature drops below freezing. Specially insulated walls are designed to keep their ice cream frozen for up to 12 hours and Marasco says it's passed tests of triple-digit heat like a champ. The freezer was purchased second-hand for \$1,800 using most of their prize money.

"For some businesses, \$2,000 might not be that much, but for us it was a huge deal," Howland says. "It was really the thing that allowed us to get the freezer to start making enough sales to eventually get our business license. It really was that push in the right direction."

O.D.T., OR DIE TRYING

In the ice cream market, there is a super premium niche where consumers have no problem paying upwards of \$15 to \$20 a pint for the pleasure of an exceptional dessert melting onto his or her tongue. These are the people Marasco and Howland hope fall in love with Scoops On Tap.

Making a prime product costs top dollar and using high-grade cream from local Chino dairies, renting commercial kitchens and paying name usage fees to craft breweries make turning a profit difficult. According to Howland, even with economies of scale against it, Scoops On Tap has become a self-sustaining if you exclude his and Marasco's time from the equation.

"To get to your ice cream into restaurants and retail stores, you have to push it to managers and that's a weekday thing," Howland says. "When Bryan graduates in spring, we're looking to eventually convert this into our full-time jobs."

Marasco describes his post-graduation plan as an, "O.D.T. operation," an acronym for, "Or Die Trying." He says now that he understands different aspects of business from inventory to advertising, he's confident in his ability to grow his best friend's idea that a market seems to already like.

"It's not necessarily that I'm going to bank my future on beer ice cream so much as my dream is to become an entrepreneur," Marasco says. "I want to make my own path and I want to do it with Sam." ●



Positive audience feedback and a third place prize from the 2014 Bronco Startup Challenge has helped inspire Marasco (left) and Howland (right) to evolve Scoops On Tap into a real business.

BYTING BACK



The College of Business Administration was fortunate to have three of its students selected for the Avanade Women in IT Scholarship. Many of Avanade's employees pose with a frame in the company's signature orange. To thank them, we asked (From left to right) Raissa Engelhard, Tatiana Kambwa and Barbae Marquez to do the same.

Avanade Changes the Lives of Five Broncos with Women in IT Scholarship

Growing up in Congo, Tatiana Kambwa always anticipated receiving IT magazines her brother would mail home. Although she had never touched a computer, she read every page - usually multiple times.

"Many guys around me tried to discourage me by saying, 'That's not for ladies. You should become a school teacher,'" Kambwa says. "When I moved here, I decided I needed to achieve my goal and become a software programmer."

As one of the first five Cal Poly Pomona students to receive a \$15,000 Avanade Women in Information Technology Scholarship, that dream is now within reach for Kambwa.

The scholarship is part of Avanade's '15 for 15' initiative, a worldwide program aimed at keeping students enrolled in technology studies at institutions with strong Science Technology Engineering and Math (STEM) programs. University College London and University of Pretoria were the other schools selected to participate.

"I am personally committed to ensuring our people and our clients recognize the value of encouraging young women to pursue an education and a career in the IT sector," Adam Warby, Avanade CEO says. "Students who may not necessarily have otherwise had the opportunity to finish their studies will benefit most greatly from this ongoing scholarship program."

Raissa Engelhard is one of those students. Prior to being accepted to Cal Poly Pomona, she already helped build an automated system to track detentions for 800 Los Angeles Unified School District students.

Engelhard was a community college student juggling part-time work and spread thin financially, but she still volunteered to work on an LAUSD system capable of scanning student IDs, creating logs and printing out a receipt to gain experience as a database administrator.

"I usually have to work two jobs to pay for school and all of my needs," the computer information systems student says. "To be able to focus solely on school and have the time to participate in clubs — it's life-changing."

The Avanade Women in Information Technology Scholarship is renewable for five years as long as recipients meet the requirements. While it addresses the financial needs of its recipients, the scholarship also sights in on the gender gap in the IT field.

According to U.S. Department of Labor, while 57 percent of the professional occupations were held by women in the 2014 U.S. workforce, only 26 percent of the professional computing and 6 percent of corporate Chief Information Officer (CIO) were held by women.



(Right) Cal Poly Pomona was one of three schools in the world invited to participate in the Avanade Women in IT Scholarship that awarded \$15,000 to five women pursuing degrees in technology. The others were University College London and University of Pretoria.

“The gender gap is real. Having a program like Avanade’s when I was here would have attracted more girls to the major and profession,” says Patricia Benoit, Southern California Edison IT manager and a CIS alumna. “Experience has shown that my male peers with similar aptitudes and skills have risen in their careers more quickly.”

Progress for women in IT has been slow. Benoit recalls being the only female student in her high school programming class decades ago. Even at a recent certification course open solely to seasoned information system professionals, she was only one of two women in a class of 22.

After 30 years in the industry, Benoit still remembers the female professor who guided her through the difficult decision of switching majors and later became her confidante. Benoit also recalls the three female faculty members who inspired and mentored her through Cal Poly Pomona’s MBA program.

The guidance aspect of Avanade’s scholarship program is yet another critical element designed to ensure its recipients’ success in an industry that has a 3-to-1 male-to-female ratio.

Scholarship recipients will have regular access to a support network that includes mentoring from Avanade corporate executives and Cal Poly Pomona faculty members. Avanade is also offering the women internships at one of the technology giant’s offices in more than 80 locations in 20 countries.



“The computer field is not like history where you can read about what’s happened in the past,” Kambwa says. “You have to program and build applications in order to gain experience so the internship is another valuable step in reaching my goal.”

Avanade is a joint venture between Accenture and Microsoft to serve an untapped market for Microsoft-focused consulting services. It was founded in 2000 by Cal Poly Pomona alumnus Mitchell C. Hill before his untimely death in 2001. 

CYBERGIRLZ AIMS TO REACH YOUNGER WOMEN

(Left) CyberGirlz 3 brought 130 Los Angeles Unified School District students to Cal Poly Pomona where the topics were women, IT and fun.

As chair of the computer information systems department, Professor Dan Manson played a key role in the AvanaDe Women in Information Technology Scholarship and has been taking other new approaches to generate interest in STEM fields.

One of Manson's projects involves teaming up with the LAUSD for CyberPatriot, a National Youth Cyber Education Program backed by the Air Force Association. After he and other event organizers noticed less than 25 percent of participants were female, CyberGirlz was born.

"We know that between the ages of 12 to 17 is an important time in developing passions," Manson says. "By the time they enter college, it may be too late. That's why it's imperative to foster their interest and passion for technology now."

LAUSD buses arrive at CyberGirlz packed with young, tech-minded ladies that spend the morning listening to women that have succeeded in IT careers, landing jobs like a virtual systems engineer for Cisco and malware and threat analyst with Facebook.

The most recent iteration, CyberGirlz 3 attracted 130 middle- and high-school girls to Cal Poly Pomona. Following mentor speeches, a roundtable portion allowed students to ask more intimate questions, like, "How much do you make?" and, "Is your job fun?"

Fueled up with lunch, the laptops come out and the girls break into even smaller groups during the afternoon for a competitive game of "Capture the Flag," where they hunt for computer operating system vulnerabilities.

A few lucky LAUSD students even found themselves getting help from women with titles such as, "Advanced Security Center Attack and Penetration Team," for Ernst and Young as the leftover mentors could not resist touching a keyboard.

"Programs like the AvanaDe scholarship and CyberGirlz will help to even out the [technology] workforce demographic," Manson says. "These girls who look up to women professionals will become role models themselves and continue to help institute change."



TATIANA KAMBWA

MAJOR: Business Administration – Computer Information Systems

RESIDENCE: Eastvale, Calif.

CAREER GOAL: Write programs for businesses in order to solve their problems.

INTERESTING FACTS: Received high school diploma from L.T.G. Kinshasha, Democratic Republic of Congo; Transferred to Cal Poly Pomona with a 3.9 GPA; Bilingual (French/English).



KAYTHARI PHOU

MAJOR: Computer Science

RESIDENCE: San Francisco, Calif.

CAREER GOAL: Work with a cutting-edge team in the Bay Area to develop innovations in digital communication to not only improve how society functions, but also express our creativity.

INTERESTING FACTS: Self-taught herself the basics of coding languages like Java and JavaScript; Wants to build her own international phone call app that allows anyone in the world to connect freely; Ethnically Chinese, grew up in Burma and celebrates both zodiac birthdays every year.



RAISSA ENGELHARD

MAJOR: Business Administration – Computer Information Systems

RESIDENCE: Pomona, Calif.

CAREER GOAL: Improve the ratio of women working as Database Administrators while becoming a knowledgeable resource for female and minority candidates interested in pursuing tech careers.

INTERESTING FACTS: Collaborated with Los Angeles Unified School District's site administrator developing application to manage detention programs; Maintained 3.45 GPA while working two jobs to become first in family to earn an A.A.



NANDITA CHAUHAN

MAJOR: Computer Science

RESIDENCE: Walnut Creek, Calif.

CAREER GOAL: Become a great programmer and help change the world.

INTERESTING FACTS: Moved to the U.S. from India with her family at 5 years old; Spent two summers volunteering at Northern California's longest ACA-accredited day camp; Experienced a celebratory outburst after successfully completing first Java project.



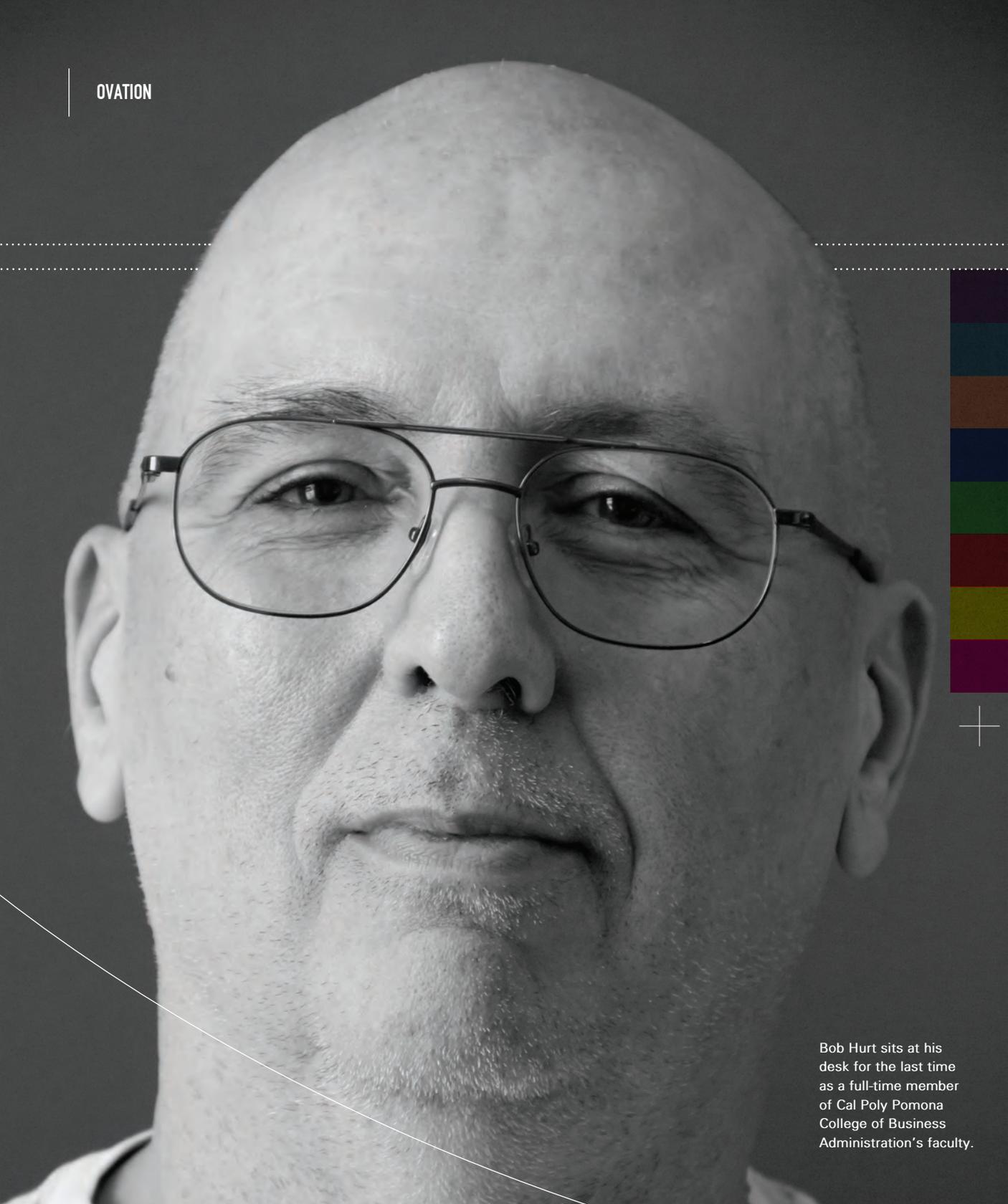
BARBAE DWAINÉ MARQUEZ

MAJOR: Business Administration – Computer Information Systems

RESIDENCE: Riverside, Calif.

CAREER GOAL: Work in a field that uses technology in improve our lives and brings our society into a brighter and more efficient world.

INTERESTING FACTS: Developed curricula and taught courses including gear and motor concepts as a K-12 STEM instructor; Planned competitive events like RoboDozer for Hemet Unified School District students; Likes showing STEM students they really can do anything with science whether they are male or female.



Bob Hurt sits at his desk for the last time as a full-time member of Cal Poly Pomona College of Business Administration's faculty.

ACCOUNTING FOR KINDNESS

One Professor's Legacy Lasts Long Beyond His Tenure

Bob Hurt was asked what his favorite Cal Poly Pomona story to tell after nearly 30 years as an accounting professor.

It was Sept. 9, 2015 when he was posed the question. That was the day his retirement was official – it didn't take long for him to answer.

"Five years ago during commencement, there was a student that found me in the crowd," Hurt says. "She said to her parents, 'This is my accounting professor Dr. Hurt and I would not be graduating without him.'"

Hurt stopped his story for a moment to gather emotions. The heartfelt reaction was a genuine reflection of how he feels about his students.

He continued to tell a story of a student with an unidentified learning disability. Hurt says after her performance in his class, he recommended she visit a campus office where it was diagnosed for the first time. That suggestion altered her academic career.

With an expertise in forensic accounting and fraud examination, other universities looking to strengthen their faculties regularly romanced Hurt. He turned down the offers and became a rare accounting professor anomaly, spending his entire full-time faculty career with only one university.

What makes Hurt's retirement even more unique is that on his last day as a full-time faculty member on Cal Poly Pomona's campus, he left the College of Business Administration a \$500,000 gift after cleaning out his office.

"I believe in what we do here," Hurt says while sitting at his office desk for one of the final times. "We give students a good, solid, practical business education— particularly in accounting."

Between earning an accounting bachelor's degree from Southeast Missouri State and holding a doctorate from Claremont Graduate University, he received his master's in business education from Cal Poly Pomona.

Hurt made the transition from being a Bronco to teaching them when he joined the faculty part-time in spring of '87, then full-time in fall '91. He says although his estate isn't huge, there was enough to bequeath the \$500,000 donation without neglecting his loved ones.

WE GIVE STUDENTS A GOOD, SOLID, PRACTICAL BUSINESS EDUCATION - PARTICULARLY IN ACCOUNTING.

"As stateside support decreases, the college continually becomes more and more dependent on private gifts," Hurt says. "I feel like I have the ability to do that and therefore it's almost an ethical obligation."

When asked how he knew it was time to hang up the full-time faculty title for good, Hurt replied he feels he is at the apex of his career following the revival of the College of Business Administration's Master of Science in Accountancy program.

Two years ago, Hurt led the efforts to reinstate the MSA program receiving the green light to proceed March '14. Of the 10 students that started the program in fall '14, eight completed it by summer '15. This year's enrollment has already increased to 15.

"The reach of Dr. Hurt's three decades of faculty service is immeasurable because every day his former students and colleagues still benefit from his efforts," interim dean of the College of Business Ad-

ministration Dr. Cheryl Wyrick says. "His gift was the latest in a long list of joys he has given Cal Poly Pomona and we're eternally grateful for each one."

Hurt's short-term plans are packed with personal and professional travel. He says he also intends to continue updating his AIS and Fraud Alert blogs regularly.

Long-term, Hurt has no concrete commitments and is leaving the door open to potential opportunities. He says he hopes it will be many years before his donation check is cashed and puts his faith in tomorrow's administration.

"I have to trust that the future leadership will continue down the path of Learn by Doing and the practical application of knowledge," Hurt says. "I have no specific expectation regarding how the funds are used. I want them to address whatever the pressing need is at the time." 

ACCELERATED MSA PROGRAM AT A GLANCE



COLLEGE OF THE
EXTENDED UNIVERSITY
CAL POLY POMONA

AcceleratedMSA

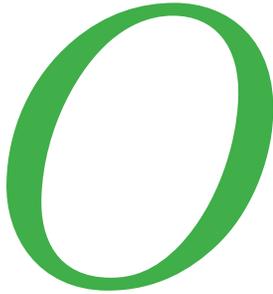
Dr. Hurt took pride in reviving Cal Poly Pomona's Accelerated MSA Program. The program, comprising 45 quarter units, features multidisciplinary, applied courses, enabling students to become co-creators of knowledge with faculty. Here are a few of the highlights that make the program unique:

- > Accelerated MSA students finish in one year, but also have the option to work at his or her own pace.
- > The program is designed for working professionals who wish to transition into the field of accounting or take their credentials to the next level.
- > Courses are multidisciplinary and applied, preparing graduates to work effectively in the field.
- > The MSA is AACSB accredited and meets the "accounting study" requirements for the CPA licensure in California.
- > MSA faculty are published scholars meeting the rigorous "academically-qualified" standard within the CBA.
- > Combination of face-to-face, online and hybrid classes are available during evening and weekends.
- > The cohort model provides outstanding, career-long networking opportunities.



FRESH START

Resilience Leads to Acceptance
Into Elite Cybersecurity Internship Program



Over the summer, a well-known retailer asked the Department of Homeland Security to run a basic network security check of its systems, and the technician performing the test offered intern Jade Joubi a peek into the procedure.

Confidential customer data was retrieved and filled the monitor in a disturbingly short time. Similar scenarios were played out during Joubi's internship with the DHS's National Cybersecurity Assessment and Technical Services division.

"I didn't even know companies archived some of the information," the Cal Poly Pomona computer information systems student said. "It was like, 'How'd they get that? I don't remember giving it out.' It's scary and interesting at the same time."

The data penetration testing incident is as much as Joubi is allowed to disclose about his time as a cybersecurity intern. Joubi said he also helped program a game to assess an individual's cybersecurity knowledge, but could only describe it as being "similar to 'Jeopardy!'"

Joubi was a longshot for the Washington, D.C., internship because he was still a quarter away from earning his bachelor's and it was only open to grad students. Even more specific, grad students enrolled in the CyberCorps: Scholarship for Service program, another qualification he lacked.

A friend's wife who previously interned with DHS was able to help Joubi get his foot in the door, but a combination of impressing at the interview and glowing recommendations from references sealed the deal. He headed East, where he says adjusting to the Washington lifestyle was tougher than the work.

"They wanted us to build a website and I already knew HTML. A lot of the skills I learned at Cal Poly Pomona translated over," Joubi said. "What I really got out of this internship was that I was able to come in with a foundation and it really built on it."

Joubi's go-to strategy when he hit a snag was to ask questions of the veteran cybersecurity personnel. When the internship concluded, his final question to his supervisor was if there was any regret about bringing in an undergrad. The reply was a resounding, "No!"

Professor Gregory Carlton taught Joubi in several classes, including CIS 481, a course dedicated to computer forensics. Carlton had a chance to see some of the work Joubi did for DHS.

"It was quite impressive for someone that hasn't completed a degree yet to be able to take part in the internship and accomplish these types of activities," Carlton said.

He noted that Joubi sat front-and-center in both classes, excelling in each subject. Carlton found out on the first day of CIS 305 why such an outstanding student had yet to complete a degree after nearly a decade at Cal Poly Pomona.

"At the beginning of the quarter, he came to me and said he has cancer and if he misses a class it's not because he's cutting," Carlton said.

Joubi was diagnosed with leukemia two quarters into his freshman year. A civil engineering major at the time, he tried to balance treatment with school and a comeback looked promising.

When the leukemia returned in 2009, doctors used chemotherapy, radiation and a bone marrow transplant to fight the cancer. With a clean bill of health, Joubi decided it was time to wipe the slate clean academically and began exploring a different major.

After hearing a friend talk about the CIS program, Joubi became interested in the field. He took well to his new academic endeavor, earning a place on the College of Business Administration Dean's Honor List and joining the National Society of Leadership and Success.

I had to fight and struggle with
**LIFE-AND-DEATH
SITUATIONS,**
and finally I'm graduating college.

Joubi found subjects such as Java programming, which many consider boring, fun and interesting. His specialization moved to cybersecurity as incidents of data breaches increased and he realized the importance of keeping information secure. Suddenly, it was spring 2015 and Joubi was applying for graduation.

"When that screen popped up and said, 'You've successfully applied for graduation,' I started crying," Joubi said. "It had been so many years and I had to fight and struggle with life-and-death situations, and finally I'm graduating college."

Growing up, Joubi's father emphasized the importance of a college education and that was in the back of his mind through the cancer battles. Support from friends and family for Joubi to continue his education no matter how sick he got provided strength during low points.

Joubi was close enough to earning his degree that he was allowed to participate in Commencement last June. With that mission and internship accomplished, he offers one piece of advice about securing personal information from cyber threats: "Use every method you know to protect yourself." ●

KNIGHT OF FLOAT ARTIFACTS

Alumnus Preserves Cal Poly's Rose Parade History



The covered wagon in front of Pinnacle Peak's in San Dimas, Calif. was a prop on the 1950 float "New Frontiers." Knight says the restaurant was a regular Rose Float hangout in the late '40s and early '50s.

Jeffrey Knight never had to pull an all-nighter studying to earn his computer information systems degree from Cal Poly Pomona, but he's done it several times building the Cal Poly Universities' Rose Float.

"It's one of those things you start getting into and the next thing you know, it's 5 or 6 in the morning," Knight says. "When you're working with people, those kinds of hours under those conditions, you build bonds."



Since helping to build a Rose Float more than 30 years ago, Knight has undertaken the role of historian of the Rose Float for Cal Poly Pomona. That also means collecting float memorabilia with historic significance.

Knight ('84, computer information systems; '87, MBA) grew up in Eagle Rock, only a few miles from the Rose Parade route, so he knew about the program before listening to Ron Simons preach about building a float.

As a freshman in 1980, Knight was a member of the Management Information Systems Student Association. He was looking to expand his social network outside of the College of Business Administration when he attended a presentation by the man known as Mr. Cal Poly Pomona.

Within three years, Knight was riding down Colorado Boulevard on New Year's Day in the award-winning float "While the Cat's At Play."

"There are people all over the world that recognize Cal Poly Pomona because of our involvement with the Rose Parade," Knight says. "In our 68 years, we've won 55 major awards. We're winners, we're innovators and we're touting the university."

During his time as the chairman of the 1985 float, Knight realized there was already 37 years' worth of Cal Poly Pomona involvement with the parade. He added a historian position to his committee, and the gathering of memorabilia began.

Knight had the opportunity to mingle with names etched in float folklore, such as Don Miller, Henry House and Jolly Bachelor as they visited the Rose Float Lab. Preserving the past quickly became a passion.

Officially known as the Rose Float Special Collection, float nostalgia outgrew Knight's house. The collection was moved and shared space with the Arabian horse archives in what is now the Bronco Student Center.

"I might be the collector, but that history was created by people," Knight says. "It's a major part of the campus and you have to understand the significance of the program to understand the significance of the history."

Moved to the third floor of the University Library in the '90s, the collection is curated by the special collections staff. The latest challenge is the cost of software to properly index archives.

Knight says his experiences working on the float have broadened his skill set and come in handy when there is a 120-volt wiring job around the house or when metal needs welding.

"I was a business major and I learned about computers and business, but I also learned to design and build mechanisms," Knight says. "You're going to meet people that are architects or engineers. It's nice because I wanted that diversity."

Knight, a program manager for NBCUniversal, credits the teamwork involved in float construction with helping him develop other skills.

"There's absolutely no reason for Pomona and San Luis Obispo to work together except they've got a common goal," Knight says. "You learn to work with people of different personalities and motivations."

When asked how long it would be before he stops building floats, he chuckled and told the story of Barry Clark, one of the original float builders and chair for multiple years.

According to Knight, Clark came back each year until he was physically unable to. Even then, Knight says Clark still helped significantly as a donor.

More than 30 years after assisting on his first float, Knight appears to be following Clark's footsteps.

"My major time goes to Rose Float, but I love the campus," Knight says. "Hopefully, I can get one of my kids to go there." ●



KNIGHT'S FAVORITES BY DECADE

- 1) 1984 "A Knight to Remember" I was assistant chair for the Pomona committee and became chair the following year. I was the second person to make chair after serving as assistant on a float with their name as part of the title. The first was 1975 chairman John Friend, assistant chair on 1974's "Happiness Is Finding a Friend."
- 2) 2004 "Bob's Barnacle Band" We finally got the Rose Float time capsule buried on campus and it was the last time I shared stories with Henry House, a Rose Float legend.
- 3) 2014 "Bedtime Buccaneer" This float began a whole new series of innovative Cal Poly firsts, with floral animation.
- 4) 1992 "Squeaking By" I was the Rose Float Alumni Chapter President and met my future wife, who was the finance chair on the student committee at the time.



#ICYMI

As the largest alumni group at Cal Poly Pomona, when the College of Business Administration Alumni Chapter gets together, it doesn't take long for a good time to break out. This year, the trend continued.

The annual Night at the Ballpark turned an Angel game into a reunion of friends, some of whom had not seen each other in years. There were also



new bonds formed with former strangers we'll look forward to reuniting with at the next event. Our holiday gathering at the Kellogg House ran later than expected because some of our fellow Broncos did not want to leave. We made sure Mr. Kellogg's old vacation home doors stayed open until everybody had their fill of green and gold.

The executive board also did its part to ensure the new campus eatery, Innovation Brew Works, had a successful first year in business. It's hard to go wrong with discussing plans for the upcoming year over



pints of Bronco Brown and Ortiz Orange Witbier. If you haven't already, add us to your (Facebook.com/CBAAlumniChapter) to stay informed on some of the new ideas that have materialized from those brainstorming sessions.

There are so many different ways to get involved as an alumni of the College of Business Administration. If you've been thinking about it, drop a note to alumni@cpp.edu introducing yourself and we can share some with you. Turn #ICYMI from, "In Case You Missed It," to, "I was there!" 



Upcoming Events

FEB. 6 – APRIL 9

VOLUNTEER INCOME TAX ASSISTANCE

Accounting students embrace the Learn by Doing philosophy by volunteering every Saturday to prepare tax returns for the local community. Sponsored by the Internal Revenue Service, California Franchise Tax Board and funded by a grant from the Inland Empire United Way, the VITA program also includes a March 5 Tax Day where more than 20 agencies and companies offering low-cost services to working families will meet on campus.

MARCH 16

REAL ESTATE RESEARCH COUNCIL OF SOUTHERN CALIFORNIA QUARTERLY LUNCHEON

This quarter's RERC luncheon is scheduled to have Leslie Appleton-Young, chief economist for the California Association of Realtors as the featured speaker. FRL professor Michael Carney will also present an update of housing trends through the third quarter. For more information, contact recassistant@gmail.com.

MARCH 18-19

WESTERN REGIONAL COLLEGIATE CYBER DEFENSE COMPETITION

Colleges in the western United States will send teams to Pomona where they will compete

for a chance to represent the region at the finals. CCDC asks student teams to assume administrative and protective duties for an existing "commercial" network. Teams are scored on their ability to respond to outside threats and balance security needs against business needs. More information about the event or to inquire about the sponsorship opportunities still available, email Dan Manson at dmanson@cpp.edu.

APRIL 16

POMONA BEAUTIFICATION DAY

The College of Business Administration Alumni Chapter will be gathering a team for Pomona Beautification Day. Organized by the Center for Community Engagement in partnership with the city of Pomona, hundreds of Cal Poly Pomona students, staff and faculty will be volunteering for the city-wide event. Each participant receives a free barbecue lunch and ticket to the Los Angeles County Fair. For more information, email alumni@cpp.edu.

MAY 9-13

PROFESSOR FOR A DAY

Since 1998, Cal Poly Pomona's Alumni Professor for a Day Program has provided a unique experience for alumni and students. One of this program's goals is to provide students

with an opportunity to interact with alumni and learn first-hand how their education applies to the real world. Alumni are asked to share their experiences in regard to their career path and profession. For more information, contact Kristin Files at kfiles@cpp.edu.

MAY 12

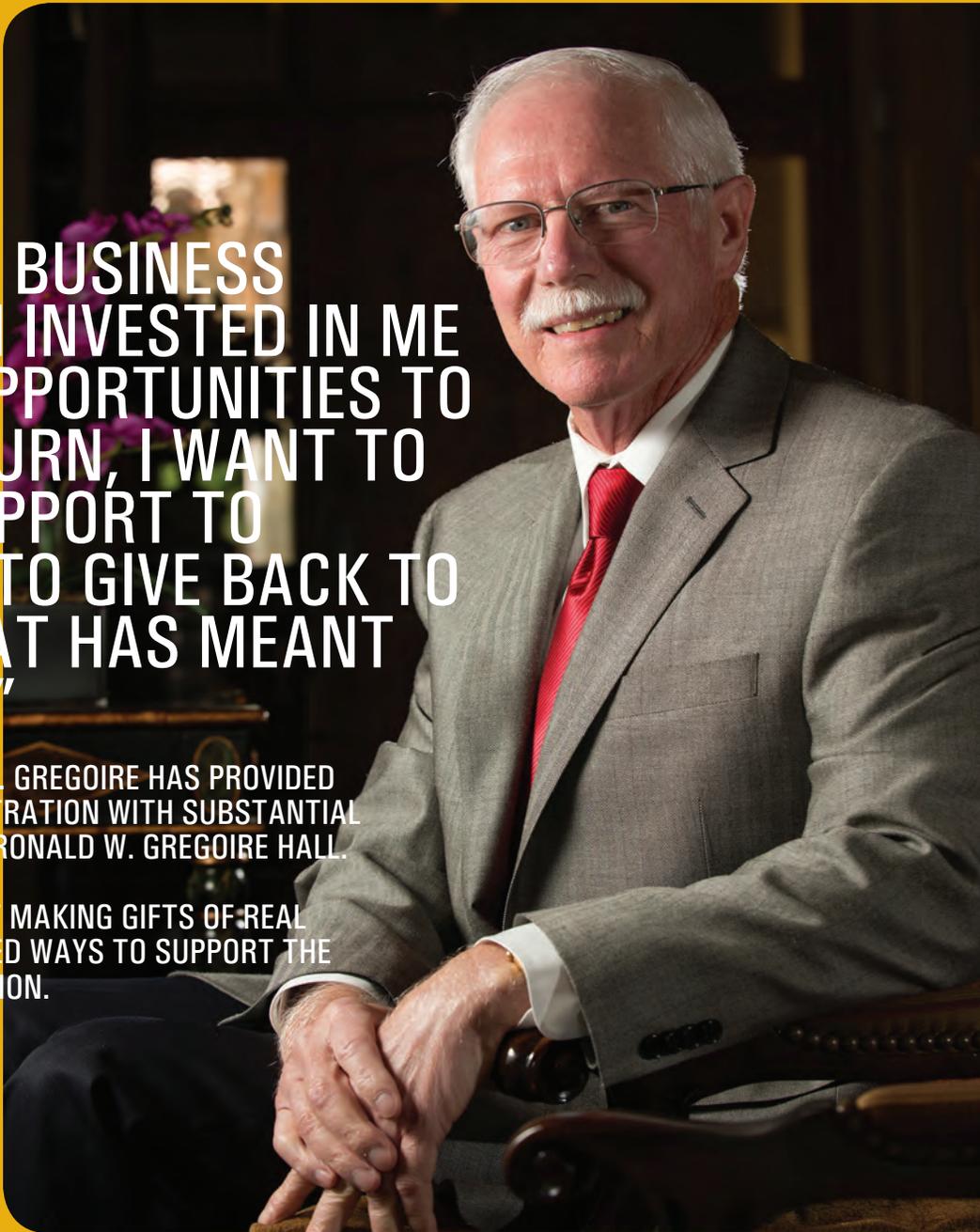
BRONCO STARTUP CHALLENGE

Student entrepreneurs pitch business ideas to a panel of judges that includes angel investors, business professionals and professors. Teams compete for more than \$10,000 in cash prizes and previous winners have included skateboards made from hemp and Desk-E, a portable extension that expands the size of desks. For more information, contact simal@polyfounders.com.

MAY 13

COLLEGE OF BUSINESS ADMINISTRATION RECOGNITION NIGHT

Hosted by the United Student Business Senate, the annual College of Business Administration Recognition Night recognizes the outstanding efforts of CBA students, faculty and organizations. For more information, email Koyo Takahashi at president.ubss@gmail.com.



"THE COLLEGE OF BUSINESS ADMINISTRATION INVESTED IN ME AND PROVIDED OPPORTUNITIES TO SUCCEED. IN RETURN, I WANT TO LEVERAGE MY SUPPORT TO INSPIRE OTHERS TO GIVE BACK TO THE COLLEGE THAT HAS MEANT SO MUCH TO ME."

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CONTACT US TO LEARN MORE ABOUT MAKING GIFTS OF REAL ESTATE AND OTHER TAX ADVANTAGED WAYS TO SUPPORT THE COLLEGE OF BUSINESS ADMINISTRATION.

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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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