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SBA AlumNews is a quarterly online newsletter created by the School of Business Marketing and Alumni Relations staff.

If you have any content suggestions, please contact:

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THE THANKSGIVING HOUSE PROJECT HAS A NEW NAME—SEED!



The Thanksgiving House project has a new name and vision! The project, renamed **SEED** (Sustainable Environment Enterprise Development), began twelve years ago to teach graduate students tools and techniques of project management by planning and implementing a house renovation project. Since then, USD business students have dramatically changed the lives of twelve senior or disabled San Diegans by remodeling their homes to provide a safe, secure and accessible environment. Students not only learn how to manage a real project, but they also strengthen their sense of social responsibility.

As of fall 2009, this project management course has been added to the undergraduate business curriculum. Now, undergrads can also learn this critical business skill and participate in this valuable community service. The addition of the course to the undergraduate curriculum coincides with the re-branding of this project and the introduction of numerous USD and SBA initiatives oriented to sustainability, responsible enterprise, and greater social consciousness.

SEED's new vision is to create environmentally conscious private and public spaces that provide a renewed framework for the future development and lives of their users. Students will collaborate to achieve SEED's three-fold objectives: to teach students project management tools; to improve the quality of life of deserving San Diegans; and to utilize sustainable building practices and methods and "green" materials.

The 2009 SEED project will help Skip Gleavey, an accomplished tri-athlete, marathon runner, and 100-mile biker, who has faced more turmoil in the past few years than others face in a lifetime. Five years ago, Skip suffered a massive heart attack, but recovered from the subsequent major heart surgery and resumed biking and running. Shortly thereafter, he was diagnosed with Stage 4 Follicular Lymphoma, which he has been battling with chemotherapy. Even then, he returned to bike and running shoes. But now he faces another enormous challenge. Last year, Skip sustained a devastating bicycle accident during a 100-mile ride that has left him paralyzed from the waist down. Adjusting to life in a wheel chair is difficult enough but when the transition is further hindered by physical and structural housing limitations, that adjustment can become overwhelming. SEED's goal is to modify Skip's house to allow him safe and easy access to those amenities the rest of us take for granted.

To raise funds to finance the modifications to Skip's house, SEED will hold an auction (silent and live). You can help by donating a service or item to be auctioned off! For example, if you are an accountant, you could donate 4 or 5 hours of accounting consultation; if you have a time-share, you could donate one-week or if you have a collectible, you could donate that item. Use your imagination! Almost anything could help us raise the funds we need for this SEED project.

The auction will begin in early October, so we need your auction items no later than the end of September. Contact Dr. Barbara Withers for additional information or to make your donation for the auction at bwithers@sandiego.edu or 619-260-2380.

We are also in need of volunteers to help us with the renovation on October 31, November 1, November 7 and November 8. If interested, please contact Dr. Withers at the phone number or email address above to let her know which day(s) you are available. Please let us know if you have any particular construction skills of which we can take advantage.

To learn more about SEED, go to www.seedsandiego.org.



Carsten Zimmermann, Ph.D.
Assistant Professor of
Management

DENVER ALUMNI LIFELONG LEARNING EVENT

The School of Business Administration is bringing our Alumni Lifelong Learning program to Denver, Colorado on **Thursday, October 8.**

The purpose of this Alumni Lifelong Learning program is to provide high-quality business education opportunities to our alumni using the experiences, research and expertise of our School of Business faculty. The program is designed to reengage alumni, provide networking opportunities and offer them a better understanding of key business topics.

“Weathering the Storm: Strategies in a Global Economy” will be led by Professor Carsten Zimmermann, Assistant Professor of Management at the University of San Diego.

Dr. Zimmermann will discuss several key techniques that are being used by global enterprises to successfully manage their operations during and after times of economic recession. Among these techniques are strategic reconfigurations of different players and business units along the value chain. Zimmermann will use the telecommunications industry as an example to highlight these effects.

Among other different approaches to "Weathering the Storm" are new waves of off shoring, strategic restructuring and the formation of more customer-centric organizations. Finally, Dr. Zimmermann will highlight companies that have used the crisis as an opportunity to develop new strategic offerings. This includes new OPEX control mechanisms, flexible pricing models as well as the development of tailored products and innovative services.

A HUGE thank you goes out to Greg Vickers, BBA '83, for graciously hosting this event!

To register for this event, please click [HERE](#).

MSGL BACK TO SCHOOL MIXER

Join the Master of Science in Global Leadership (MSGL) staff, faculty, alumni and our newest cohort on **Thursday, September 24, 2009**, as they ring in the new semester with a cocktail mixer.

This networking event will take place at 5:00pm in the Manchester Conference Center - room 206. Come and network with fellow MSGL graduates, meet current students and find out what's new with the MSGL program!

RSVP for this event to John Ruzicka, Assistant Director of Marketing for the MSGL program, at jruzicka@sandiego.edu by September 23.

COFFEE WITH SOMA

“Coffee with Soma” is back on track, starting with the first fall meeting at 7am on **Wednesday, September 23**. Subsequent meetings will be held mid-month on October 14, November 18 and December 16 and will be led by Professor Soma, USD's Associate Professor of Marketing.

These interactive meetings will take place at The Pacific Athletic Club of San Diego, located at 12000 Carmel Country Road, San Diego, CA 92130 (www.pacsandiego.com), in their main level conference room.

Starbucks coffee and a continental breakfast will be served at the event.

The cost to attend is a small fee of \$5 per person.

Register for this event by emailing Professor Soma at soma@sandiego.edu.



HIRE SAN DIEGO NETWORKING EVENT

Join alumni and current graduate students from USD, UCSD and SDSU for a unique networking opportunity!

This event will take place on **Friday, October 16** from 3:00 to 4:00 p.m. at USD's Joan B. Kroc's Institute for Peace & Justice. Heavy hors d'oeuvres and cocktails will be provided.

Speaker **David Oates**, President & CEO of Stalwart Communications, will present "Networking 101" - tips on how to network successfully!

For more information or to register, click [HERE!](#)

24th ANNUAL STRATEGIC SUPPLY CHAIN MANAGEMENT FORUM

SCMI and Sourcing Interests Group Bring You Two Gatherings in One Location! This year's forum will be held in conjunction with the Sourcing Interests Group Global Leadership Summit at Loews Coronado Hotel. Make the most of your travel budget and participate in these two sourcing/outsourcing sessions! **ALL USD alumni receive a reduced rate!**

Supply Chain Management Institute's Annual Fall Forum: October 19 - 20, 2009 **From Best Practice to Next Practice**

What are the tools and practices that set forward-thinkers in supply chain management apart from the rest? Join the 24th Annual Strategic Supply Chain Management Forum to discover the cutting edge tools and methods that are helping world-class organizations maintain their competitive edge. Engage in the Forum's highly interactive workshop sessions and learn how you can employ these next practices. The objective of each session is to equip you with valuable insights that you can apply immediately to deliver improved cost performance, enhance supply chain service, raise quality levels, increase the speed of your supply chains and, most significantly, ensure that YOU continue to develop your professional competencies to set you apart as a thought leader.

Sourcing Interest Group: Global Leadership Summit: October 20 - 22, 2009 **Trusted Insight and Powerful Connections**

Global sourcing and outsourcing leaders will share in-depth knowledge and first-hand successes at Sourcing Interest Group's (SIG) Global Leadership Summit. SIG Summits are non-commercial, presenting thought-provoking general sessions and interactive breakouts with the latest best practices. There will be five general sessions and 40 breakout sessions in the areas of Sourcing, Outsourcing, Leadership, Performance Management and Governance. SIG Summits help participants develop every possible advantage to strengthen their organizations, mitigate risk, and drive savings.

For more information about this forum, click [HERE.](#)

NEW ALUMNI REFERRAL PROGRAM

The School of Business Administration is rolling out a pilot program that will allow alumni to invite friends to apply to selected graduate programs and have their application fee waived.

If you or someone that you know is interested in applying to USD's MBA program, please contact Kacy Hayes, MBA Program Admissions Director, at 619-260-4860 or khayes@sandiego.edu to have the \$80 application fee waived. The application deadline for the Evening MBA cohort scheduled to start class in January, is November 15. Additional opportunities to have application fees waived for USD graduate business programs will be announced in the coming months.

The high caliber of students entering USD's graduate business programs is a reflection of the growing reputation of the school and the success our alumni have had leading organizations throughout the world. We value your judgment, and ask for your support to help us find the next generation of USD alumni.



SCHOOL OF BUSINESS HOMECOMING BREAKFAST

Join us on **Saturday, October 17** for our annual School of Business Homecoming Breakfast to kick-off USD's exciting Homecoming weekend.

This SBA breakfast will begin at 10:00 a.m. at USD's Joan B. Kroc Institute for Peace & Justice, rooms C & D. The event will end just-in-time for you to partake in the university's other Homecoming festivities.

Enjoy time with your family, network with fellow alumni and connect back with the school...all at one event! Enjoy a complimentary breakfast while sharing stories and memories about your USD experiences with others, including School of Business Administration dean, David Pyke.

To register for this event, click [HERE](#).

USD HOMECOMING EVENTS

In addition to the School of Business Homecoming Breakfast, the University of San Diego is keeping up with their tradition of offering a variety of other Homecoming events to alumni.

To see what other events you can participate in the weekend of October 16-18, click [HERE](#).

USD ASIA PACIFIC ALUMNI REUNION

The University of San Diego will host its annual **Asia Pacific Alumni Reunion** during the weekend of November 6-7, 2009 in Toyko, Japan.

This year's reunion is exceptionally special because it will not only attract alumni who are from in and around Asian countries, but will also include special celebrations for the university's 60th anniversary.

Special USD guests will include:

Mary E. Lyons, Ph.D., President

Tim O'Malley, Ph.D., Vice President for University Relations

Ellen Cook, Ph.D., Professor of International Business and Accountancy

For more information about this reunion or to register, click [HERE](#).

STAY CONNECTED!

Stay connected to the School of Business Administration by...

- Sending your updated contact information to sba-alumni@sandiego.edu to remain informed about what is happening with the business school and USD.
- Making frequent visits to www.sandiego.edu/business/alumni for a current list of upcoming USD and SBA alumni events.
- Joining the [USD School of Business LinkedIn](#) group to increase your personal and professional networks by connecting with over 3,000 business alumni, students and faculty.
- Attending our SBA alumni events to connect and network with new and old friends.
- Investing in the school by financially contributing to student scholarships, faculty support and career services. To make a gift online, click [HERE](#) or contact Liz Mueller, Director of Development, at 619-260-5941 or lizmueller@sandiego.edu.



REAL ESTATE SCHOLARSHIP FUNDRAISER SELLS OUT!

The Real Estate Chapter of the USD Alumni Association held its third annual scholarship fundraising event this year as a bowling tournament at the East Village Tavern + Bowl in downtown San Diego on August 11.

Over 40 people attended the sold-out fundraiser, which with the help of sponsors, reached its goal of raising \$1,000 toward the Real Estate Alumni Scholarship. The scholarship is awarded annually to an outstanding undergraduate or graduate student studying real estate.

Of the six teams that participated, the winning team (shown in the photograph to the left, photographed from left to right) was: Josef Bothe '07 (BBA), Michael Sieman '08 (MSRE), Brian Rivelli '05 (MSRE), Derek Jensen '07 (MSRE), Ryan Fiddler '08 (BBA) and Kevin Welsh '08 (BBA). Dan Berkus '05 (MSRE) took home the title of best individual score.

Lane sponsors included Awbrey Cook McGill, Bycor General Contractors, Dwyer-Curlett & Co., Highland Partnership Inc., Holliday Fenoglio Fowler LP, Mission Valley Terrace and Wells Fargo. Rancho Bernardo Courtyard and Wertz McDade Wallace Moot & Brower served as the event's food and beverage sponsors.

FACULTY UPDATES

Professor Steve Conroy had the following manuscript accepted for publication: "An Estimation of the Coastal Premium for Residential Housing Prices in San Diego County," by Stephen J. Conroy and Jennifer L. Milosch. Forthcoming in *Journal of Real Estate Finance and Economics* (already available in "Online First" from Springer). Conroy's co-author, Jennifer Milosch, a former student and a 2007 business alum of USD, is entering her third year in the Ph.D. program in economics at UC-Santa Barbara.

Conroy's "Ethical Attitudes of Accounting Practitioners: Are Rank and Ethical Attitudes Related?" by Stephen J. Conroy, Tisha L. N. Emerson and Frank Pons, forthcoming in the *Journal of Business Ethics* (already available in "Online First" from Springer) was also accepted for publication.

At the AAA annual conference, **Professor Johan Perols** received the Information Systems Section 2009 Outstanding Dissertation Award. He also recently had a paper accepted to the UWCISA Symposium on Information Integrity and Information Systems Assurance, a conference that draws elite researchers within this field.

Professor Barbara Lougee won the Best Research Paper Award, American Accounting Association, Western Region Meeting, April 2008, for her paper "What the Data Reveal About the Corporate Social Responsibility (CSR) Trend," with James Wallace.

Professors Johan Perols and Barbara Lougee won the Best Research Paper Award, American Accounting Association, Western Region Meeting, May 2009 for "Prior Earnings Management, Forecast Attainment, Unexpected Revenue per Employee and Fraud."

Professor Diane Pattison was selected to co-chair the Beta Alpha Psi Best Practices Competition, sponsored by Deloitte & Touché.

Professor Marc Lampe recently received the "Academic Integrity Award" from the USD Honor Council.

ALUMNI BENEFITS

Did you know that as an alum of USD, you are eligible for a variety of money-saving benefits?

Click [HERE](#) to see how you can save money just by being a Torero!