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David F. Pyke has been chosen as the new dean of the University of San Diego's School of Business Administration, starting on August 1, 2008.

Pyke is currently the associate dean of the Tuck School of Business at Dartmouth, and oversees the MBA program, which was recently ranked #1 by the Wall Street Journal. Tuck also consistently ranks high in other business school surveys including *Forbes*, *U.S. News & World Report*, *Financial Times*, *The Economist* and *BusinessWeek*.

"The appointment of David Pyke, a man with significant experience in the classroom and as an administrator, will give our School of Business Administration a huge advantage," said President

Mary E. Lyons. "The business school's undergraduate program has been ranked as one of the top five on the west coast, and the caliber of graduate students attracted to the MBA program is now comparable to that of many of the top 25 programs in the country. We wanted a visionary leader who will guide the school to greater prominence by strengthening current programs and creating new programs which will better serve the corporate community. Pyke's invaluable leadership will undoubtedly strengthen our school."

"I am very excited to be joining the University of San Diego School of Business Administration," Pyke stated. "For several years, USD's undergraduate and graduate business programs have graduated quality students who are well trained to become highly ethical and socially responsible business leaders. As dean, I will work with faculty, students and other administrators to further develop academic and student service programs that will guide us to become one of the nation's top business schools at the undergraduate and graduate level."

SBA's NEW WEBSITE

The School of Business Administration website has completely redesigned to provide you with a user-friendly and technologically advanced look and feel.

In the coming months, the new website will feature even more digital content, including Pod casts, video, along with faculty, student and alumni profiles.

We encourage you to visit the SBA's new website at www.sandiego.edu/business, so that you can stay updated on what is happening at your school!



USD HOMECOMING WEEKEND!

Join your fellow USD alums for **Homecoming 2007** on November 2-4, 2007!

Don't miss this opportunity to reconnect with your friends and classmates on a weekend full of exciting activities for you and your family.

Classes ending in 2's and 7's: It's time to celebrate your reunion!

Visit www.sandiego.edu/Homecoming for details about the weekend's festivities and reunion information.

SBA HOMECOMING ALUMNI BREAKFAST

Please join the faculty and staff of the School of Business Administration, along with your fellow SBA alumni for an SBA Homecoming Alumni breakfast during USD's Homecoming weekend.

Last year's event was a great success, as it gave alums the opportunity to get back on campus, rekindle old friendships and interact with professors.

Come enjoy some good food and great conversation before heading to the university's tailgate party!

EVENT DETAILS:

Saturday, November 3, 2007

10:00-11:00am

Olin Hall Courtyard

Please RSVP to Alyssa Workman at alyssa@sandiego.edu by **Friday, October 26th**.

The School of Business Administration has a booth at the Homecoming tailgate party. Please stop by and say hello to some of the members of the SBA Alumni Council!

SBA DEAN'S ASSOCIATES PROGRAM

Dean's Associates members are a distinguished group of donors who contribute \$1,500 or more annually to the School of Business Administration.

Members of the Dean's Associates program receive all benefits that are associated with the President's Club, as well as recognition in the annual report. These members will also receive special invitations to all key School of Business Administration events.

For more information about the SBA Dean's Associates program or to make a gift, please contact **Liz Mueller**, Director of Development, at 619-260-5941 or lizmueller@sandiego.edu.

You can also make a gift online at www.sandiego.edu/business/giving.

LEADING FROM UP FRONT

An Interview with Lowell McAdam, MBA 1983
President and CEO, Verizon Wireless



Lowell McAdam, MBA '83
President and CEO
Verizon Wireless

What brought you to USD?

I was in the Navy in San Diego and wanted to get a degree to compliment my Engineering degree from Cornell. I compared different schools and was impressed with the quality of USD's programs, high standards and accreditation. In addition, there was a nice cross section of students.

What experiences at USD have helped you in your career?

I really enjoyed working in study groups where we did case studies. Each group came up with a different way to approach a problem, which was very interesting to me since I was used to Engineering, where there is usually only one answer. Learning from others was very important to me, and I was able to do that at USD.

What was one experience that stands out in your memories of USD?

The capstone course where the professor taught us to hold up a problem like a diamond and look at it from different perspectives was very impactful. The problem may seem insurmountable from one perspective, but if you flip it around, you may find it to be solvable. I use this technique at Verizon Wireless where we look at a lot of problems with our senior management team and turn them into opportunities.

What should business schools do to prepare students for today's business environment?

Business schools need to continue to teach the core skills of business, such as finance and marketing, and train their students on how to make tough business decisions. Business is still driven by hard facts. In addition, integrity and ethics should not be short-changed. Understanding the global economy is key. Leadership and employee relations—understanding how to lead, communicate and motivate is crucial.

Where did you develop your leadership style/philosophy?

I worked with Navy Seabees in Okinawa, the Philippines and Guam, and did construction projects in the community. This shaped my philosophy as to how you can be effective as a leader. People - leaders - need to roll up their sleeves and get out on the front line.

Outside of work and family, what have been some of the most rewarding projects or initiatives that you have been a part of?

I am really proud of Verizon Wireless' *HopeLine* program, which turns unused wireless phones into support for victims of domestic violence. Proceeds from *HopeLine* are used to provide wireless phones and cash grants to local shelters and organizations that focus on domestic violence prevention and awareness.

What message would you give to graduating or recent business alums?

There has never been a more exciting time in American business than now. When you get out of school, jump in with both feet and make every day count!

What advice would you give your son/daughter if they decided to attend business school?

Fill your toolbox with every tool you can. I picked-up more tools getting my MBA at USD than I did anywhere else along the way.



Professor Linda Barkacs
Visiting Assistant Professor
of Business Law

FEATURED PROFESSOR

Professor Linda Barkacs, Visiting Assistant Professor of Business Law, was given the “Professor of the Year for the School of Business Administration at USD” award by the 2007 Senior Class. Barkacs was given this award at USD’s *25th Annual Senior Banquet* on May 4, 2007.

Professor Barkacs graduated from the University of San Diego School of Law with a Juris Doctorate degree. She also holds a degree in Accounting from Irvine Valley College, and a Bachelor of Arts degree in Political Science from San Diego State University, with a minor in English Literature. While earning on her undergraduate degrees, Professor Barkacs worked in the accounting field. At the USD School of Law, Professor Barkacs was President of Women's Law Caucus and a Director on USD's Moot Court Board.

Upon graduating from law school and passing the California bar exam, Professor Barkacs became an associate at the law firm of Hinchy, Witte, Wood, Anderson & Hodges. During that time, Professor Barkacs was involved in a number of high profile trials, including a sexual harassment case against the City of Oceanside that resulted in a \$1.2 million verdict. In 1997, Professor Barkacs and her husband, Professor Craig Barkacs (also at USD), started their own law firm. The firm specialized in business and civil litigation, as well as employment law. Professor Barkacs and her husband handled business and civil litigation in federal and state court, employment law cases, and appeals. They were also involved in numerous mediations and arbitrations.

Professor Barkacs began working at USD in 1997, and started teaching full-time in the Spring of 2002. Professor Barkacs currently spends her time teaching, publishing, consulting for The Barkacs Group, and doing volunteer work for various civic causes. She enjoys walking, working out and spending her free time with her husband and their three cats.

“The thing I like best about teaching at USD is the students. And with the small class sizes, there is a real chance to get to know many of them.”

WELCOME SBA’S NEW FACULTY MEMBERS!

The School of Business Administration is pleased to welcome four new faculty members this fall:

- **Norm Miller**, Professor and Director of Academic Programs for the Burnham-Moores Center for Real Estate
- **Barbara Lougee**, Assistant Professor of Accounting
- **Helder Sebastiao**, Assistant Professor of Management
- **Patricia Marquez**, Visiting Professor of Management



Alan Gin
Associate Professor
of Economics

FACULTY IN THE NEWS

Alan Gin, Associate Professor of Economics, was recently featured in a [Time Magazine](#) article entitled *Coping with a Real-Estate Bust*.

The article talks about the declining housing market in San Diego, and how high prices and questionable lending practices are impacting people and markets around the United States.

Professor Gin was quote as saying that the “housing market is dragging down the rest of the economy.”

Click [here](#) to read the full article.

FACULTY UPDATES

Professor Steve Conroy, Associate Professor of Economics, recently had a paper accepted for publication in the *Journal of Business Ethics*. This paper, entitled “Ethical Cycles and Trends: Evidence and Implications,” will be available in print form later this year or in early 2008.

Conroy is also asking his fall 2007 Managerial Economics and Decision Making class to participate in a community service learning project with nonprofit microfinance programs in the San Diego, Tijuana and Mexicali areas. In addition, Conroy will take his undergraduate students on an overnight immersion program in Tijuana to tour a maquiladora (assembly plant) and assist with a community project.

Professor Miriam Rothman, Professor of Management, recently had two papers published. The articles, based on survey responses from undergraduate SBA students who completed internships over the past 5 years, appear in the *Psychological Reports* and *Journal of Education for Business*.

Professor Helen Eckmann, an Adjunct Instructor, continues to work on the *Brain Drain and the Digital Native*. Her research has included interviewing seven Vice Presidents of Fortune 500 companies and over 100 “younger workers” to determine the best systems for corporations to put in place to capture the knowledge of workers as they retire. She has “tips and tools” for the younger worker so that organizations will view them as ready and able to receive corporate knowledge from the older worker as they retire.

Professors Phil Hunsaker, Professor of Management, kicked-off the new MBA cohort class schedules by leading groups of students in a sand castle building competition on Coronado Island.

This exercise, which Hunsaker has been doing for over 30 years, teaches students how to work effectively in teams.

To read more about this Sand Castle Building exercise, click [here](#).





MSGL UPDATE

The Master of Science in Global Leadership (MSGL) program welcomes 17 new graduates from Cohort 19 to the alumni ranks! Dr. Jaime Alonso Gomez addressed these graduating students at a ceremony held at the Joan Kroc Institute for Peace and Justice on July 27, 2007.

The MSGL program is developing increased learning options outside of the classroom for interested students. New opportunities being evaluated include a study abroad option for students to attend a 10-day class session in Argentina or Brazil during their last term, and support from MSGL to attend the three-day Global Leadership Conference in Shanghai, China.

Special thanks to all MSGL alumni who participated in our first Alumni Survey. If you did not receive an email and would like to participate please email John Ruzicka at jruzicka@san Diego.edu.

Our next MSGL student and alumni event will be held on Tuesday, October 2, 2007 in the Coronado building on USD's campus at 5:30pm. Complimentary drinks and appetizers will be provided.

2007 MSGL Graduates
Cohort 19

SBA UNDERGRADUATE PROGRAMS

Last year, the SBA established the Undergraduate Programs Office to improve the educational experience of our undergraduate SBA students. Several new initiatives are being implemented this fall, such as a peer mentoring program, a business internship office, which will help every undergraduate business student find the right internship, Town Hall Meetings, and Student Organization Fairs.

If you have any internships that may be of interest to business students, please contact the Internship Programs Office at SBAug.Intern@SanDiego.edu. More information can be found on SBA's website or the facebook group "USD SBA Undergraduate Programs."



Last year SBA's undergraduate program was ranked as one of the top five programs on the west coast by *BusinessWeek*. We are now gearing up for the 2008 *BusinessWeek* rankings, where our students will be asked to complete a rankings survey, and it will be the Class of '08's turn to tell the world about USD. *BusinessWeek* will also contact a handful of alumni and recruiters as part of this process. If you are contacted by *BusinessWeek* or USD, we encourage you to take the time to complete the survey.

We are excited about the changes we are making to improve the overall experience for our undergraduate students, and we are excited about the increased recognition our programs are now receiving. We look forward to making our strong programs even stronger!

CONTACT US!

Have you moved? Started a new job? Changed your email address? Please send your updated information to Alyssa Workman at alyssa@san Diego.edu.