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## SBA ALUMNI EVENT AT *BONDI*

On Wednesday, June 13th, the School of Business Administration Alumni (SBAA) Council and the MSEL program hosted a School of Business Administration (SBA) alumni gathering at *Bondi*, one of San Diego's new downtown hot spots.

Over 100 alums from a variety of SBA undergraduate and graduate programs attended, which made this event a great success!

Alums were able to reconnect with their fellow alums, hear about the exciting things that are happening at the school and even speak with some of their old professors!

**Garry Ridge**, a 2001 MSEL alum, is also one of the owners of this trendy Australian restaurant and bar. Ridge, who was present at the event, welcomed everyone to *Bondi* and thanked the members of the School of Business Administration Alumni Council and MSEL program for putting on such a great event.



Stay tuned for information about more SBA and university-wide alumni events in the near future...



## SBA DEAN'S ASSOCIATES PROGRAM

Dean's Associates members are a distinguished group of donors who contribute \$1,000 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 our annual report. These members will also receive special invitations to all key School of Business Administration events.

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



**Emilie Hersh**  
*MBA, 2000*

## FEATURED ALUM

**Emilie Hersh**, a 2000 MBA alum with a dual emphases in Supply Chain and Project Management, is the Chief Operating Officer for InterKnowlogy, a leading edge technology firm specializing in custom software development and systems integration.

Hersh serves as the Chair of USD's SBA Alumni Council, a member of Athena (Technology Affinity Group Steering Committee member) and on the USD Women in Leadership Conference Committee.

On top of having a full-time career and volunteering her time, Emilie and her husband, Mark, also a 2000 USD MBA alum, have two kids: Makena (3) and Sophie (18 months).

“My biggest personal challenge is balancing all of the great things in my life...family, career, friends; and trying to do (at least most of) it well!”

“I am hoping to continue the evangelism of the SBA, the alumni council, and USD in general; to build out a network of USD alums that people think of first when they want to seek out new opportunities, consider the best people for jobs within their organizations and support with their time, treasure and talent.”

## CNBC FEATURES USD GRADUATE STUDENT

**Paul Broughton**, a full-time MBA student, who also received his JD from the university in 2006, appeared on the "Grade the Trade" segment of CNBC's *Fast Money* on Friday, June 8th. On this show, the trading prowess of some of the most promising business students in the nation are tested.



Broughton received an "A" grade from the panel of experts for his analysis of stocks to buy and sell if Disney decides to start distributing DVD's concurrently with the release of movies in theaters.

To see this video, [click here](#).

## BETA GAMMA SIGMA 2007 INDUCTION CEREMONY

On May 10th, the School of Business Administration held a ceremony to induct 50 students into the Beta Gamma Sigma society.

**Beta Gamma Sigma** is the highest international recognition a business student can receive in an undergraduate, master's, or doctoral program at a school accredited by AACSB International.

To be eligible for membership, the academic ranking of those being considered must place them in the upper 7% of the junior class, upper 10% of the senior class, or upper 20% of the graduating master's class.



**John Cappetta**  
*BA in Economics, 1983*

**BORN:**

Encino, CA

**FAMILY:**

John and his wife Nancy Jo have 4 sons: John Jr. (14), Matthew (11), Gabriel (8) and Rocco (5).

**EDUCATION:**

John received a BA in Economics from USD in 1983 and an MBA from UC Berkeley in 1986. As a Rotary Foundation Fellow, he did one year of post-graduate study at ESSEC in Paris, France.

**MEMORABLE USD EXPERIENCES:**

“I participated in USD’s Oxford Exchange Program, which was an incredible experience for me. I formed lifelong friendships, discovered some lasting interests and learned a great deal about myself and the world around me. Another really fond memory was being part of USD’s first Rugby team. Everything about playing Rugby was a blast; but it was also very rewarding for us to establish what has become a lasting program with enduring traditions.”

**FOND REFLECTION:**

“One of my favorite memories about USD is Sunday night student mass at Founders Chapel. It was the perfect way to end the weekend.”

**CAREER:**

In 2006, John retired from a 20+ year career in Investment Banking/Capital Markets. He worked on the East coast at Citicorp Investment Bank and CS First Boston before spending 14 years with AIG Financial Products. At AIG, John served as an Executive V.P. with responsibility for the firm’s US based business and as the President/CEO of AIG Financial Securities, the firm’s broker-dealer affiliate. Today, he lives in the San Diego area and stays busy spending time with his boys, as an active board member of the Emilio Nares Foundation (as well as other charitable commitments) and as a Principal in a Commercial Real Estate Investment Company called DJM Capital Partners.

**IMPORTANCE OF GIVING TO USD:**

“I know how lucky I am to have attended USD and gained so much from the experience. I believe it’s important to give back to the institutions that have helped us succeed in life. I also believe that all alums have a vested interest to ensure that USD continues to excel in its unique mission.”

**HOBBIES AND INTERESTS:**

Sailing, snowboarding and foreign travel with the family.

**FINAL THOUGHT:**

“My hope is that USD can continue to grow, thrive and raise its profile around the world without losing the qualities that attracted me there in the first place: an emphasis on a holistic education, small class sizes and professors who care about their students.”



## USD PLACES 1ST IN 43rd INTERNATIONAL COLLEGIATE BUSINESS STRATEGY COMPETITION

After 16 weeks of hard work, USD's undergraduate and graduate business teams did very well in this year's International Collegiate Business Strategy Competition.

USD's undergraduate team placed first in overall performance and the graduate team took first-runner up for best business plan and annual report. Students on the undergraduate team were; Kate Agostinelli, Brendan Nakata, Joey Farrow, Debra Druther and Ashley Freeman. The students who were on the graduate team were; Aaron Ling, Charlie Adams, Shad Evans and Eduardo del Rio.

Congratulations also goes to the SBA faculty who work so hard every day to challenge and develop such outstanding students.

### FACULTY UPDATES

#### SBA New Tenure Appointments

The School of Business Administration is proud to announce its new tenure appointments, including:

**Stephen Conroy** (Economics)

**Frank Jacobitz** (Mechanical Engineering)

**Carl Rebman** (Information Systems)

**Stephen Standifird** (Management)

**Charles Tu** (Real Estate)

**Maria Kniazeva**, Assistant Professor of Marketing, was invited by the San Diego chapter of the American Marketing Association to serve as a member of a panel of marketing experts at the recent luncheon held on March 29, 2007. The focus of her panel discussion was ambient marketing, also known as street or guerilla marketing.

**Dr. Jane Usatin**, Director of Undergraduate Advising, recently completed an amazing journey from Canada to Mexico, on an 11-foot waverunner. For more details, visit [www.pacificoceanrider.org/](http://www.pacificoceanrider.org/).

**Seth Ellis**, Associate Professor of Marketing, will be conducting research at two venerable, acoustically oriented camps on the west coast: the Puget Sound Guitar Workshop, and the California Coastal Music Camp.

Ellis will explore the consumption experience of this product in a group setting: the dynamics of small/large groups in close proximity over time, with somewhat similar tastes and goals, and how these groups evolve.

### SBA FUN FACT

The School of Business Administration is currently displaying 2 lightbox advertisements in Terminal 1 at The San Diego International Airport. Check them out next time you are there!!



**Stephen Conroy**  
*Assoc. Professor, Economics*

## FEATURED PROFESSOR

**Stephen Conroy**, Associate Professor of Economics, is the 2007 recipient of the Outstanding Undergraduate Business Education award.

This annual award is given to a faculty member who delivers relevant, rigorous, and complete course content, provides for significant opportunities for individualized student learning, links theory to real-world examples and applications, and provides learning that is in concert with the goals and mission of the university. Professor Conroy's primary undergraduate classes include Principles of Microeconomics and Managerial Economics.

In the past two fall semesters, Professor Conroy has taken his preceptorial students for Community Service Learning immersion experiences in Tijuana to experience the economy first-hand, including an overnight stay and tour of a local maquiladora this past fall.

## UNDERGRADUATE TEACHING AWARDS

In addition to the *Outstanding Undergraduate Business Education* award that Steve Conroy received this year, **Scott Kunkel**, Associate Professor of Management, is the 2007 recipient of the *Innovative Undergraduate Business Education* award. This award is given to a faculty member who has introduced a new teaching practice or method shown to improve the current practice of teaching. Professor Kunkel developed a unique teaching approach known as Consultant Learning (CL). CL won a national award for Pedagogy Innovation of the Year in Entrepreneurship in 2002 from the US Association of Small Business and Entrepreneurship and was the subject of an article published in the *Journal of Management Education* in 2002. As noted in the 2002 *Journal of Management Education* articles, "The 'Consultant Learning' approach turns the classroom into a laboratory for the free enterprise system, using price as the allocation mechanism for grades earned. Students determine their own grades by earning 'consulting fees' by completing projects. The amount of consulting fees earned determines each student's grade." CL is used in universities throughout the country and is also used by over 100 high school teachings including over 50 high school teachers in San Diego.

## MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT COHORT 7 GRADUATION

Congratulations to Cohort 7 of the Master of Science in Supply Chain Management (MS-SCM) program on the completion of their degree requirements on May 10, 2007. The group, comprised of students from Hewlett-Packard, Northrop Grumman Corporation and Raytheon Company presented their final projects to faculty and corporate sponsors. Students in this program are required to attend class on campus 6 times during a two year period. The remainder of the curriculum is delivered online via WebCT, an e-learning system. Cohort 7 consisted of students from California, Florida, Massachusetts, New York, and Rhode Island.



Ernest S. Rady



## BURNHAM-MOORES CENTER DEBUTS NEW DISTINGUISHED LECTURE SERIES

On June 21st, the Burnham-Moores Center for Real Estate will launch its “Breakfast at the BMC” series. Breakfast at the BMC is a distinguished lecture series featuring thought-provoking speakers and insightful panels of industry experts whose exposure to San Diego audiences has been previously limited or non-existent. San Diego businessman and philanthropist **Ernest S. Rady** will serve as the inaugural speaker for the event, which will be held at the Joan B. Kroc Institute for Peace and Justice, beginning at 7:30 a.m. For more information about this event, [click here](#).

Ernest S. Rady founded American Assets Inc., a privately held conglomerate. Through American Assets, Rady controls and manages a group of companies primarily involved in financial services, investment management and real estate. Rady also founded Westcorp, a NYSE traded financial services holding company headquartered in Irvine, Calif. As the Westcorp chairman and CEO, he grew the combined assets to over \$17 billion. He is chairman of the Dean’s Advisory Council of the Rady School at UCSD, is a member of UCSD’s chancellor’s associates, serves as a trustee of the Salk Institute for biological sciences and is a trustee of Scripps Health.

### THE EXECUTIVE LEADERSHIP FORUM

*The Executive Leadership Forum*, presented by the Masters of Science in Executive Leadership (MSEL) program, invites you to attend the following unique summer leadership opportunities:

On Wednesday, June 20th from 7:15-8:30am, join other alumni and business colleagues for a breakfast panel on maximizing organizational learning. **Susan Nowakowski**, CEO of AMN Healthcare, **Bill Strauss**, CEO of Provide Commerce, Inc., and **Tres Conrique**, CEO of Rancho Santa Fe Technology, share their insights on developing organizations that masterfully acquire and apply new knowledge for innovation.

On Wednesday, July 18<sup>th</sup> from 6:00 – 7:30pm, the university welcomes **Aylwin Lewis**, CEO and President of Sears Holding Company, for an evening discussion on “Sowing the Seeds of Our Culture.”

### CONTACT US!

Have you moved? Started a new job? Changed your email address? Please send your updated information to Alyssa at [Alyssa@sandiego.edu](mailto:Alyssa@sandiego.edu).

**SBA AlumNews** is a quarterly publication of USD’s School of Business Administration. If you have any comments or article ideas, please send them to Alyssa at [Alyssa@sandiego.edu](mailto:Alyssa@sandiego.edu).