

- PAGE 2 -

- MSEL Servant Leadership Breakfast
- Supply Chain Management Alumni Association
- 2008 SBA Business Plan Competition

- PAGE 3 -

- SBA Featured Alum:
Liz Di Lorenzo

- PAGE 4 -

- A \$200 Million Journey: The Tom Breitling Story
- USD SBA LinkedIn Group
- European Alumni Association Reunion 2008

- PAGE 5 -

- Faculty Updates
- Faculty News

- PAGE 6 -

- Burnham Moores Center Grads Live & Work in London
- Contact Us!

BUSINESSWEEK RANKS USD'S UNDERGRADUATE BUSINESS PROGRAM AMONG THE TOP 50 IN THE NATION, AGAIN!



For the second year in a row, *BusinessWeek* magazine ranks the University of San Diego School of Business Administration as one of the top undergraduate business programs in the nation.

USD ranked 47 on the list of the top 50 programs in the nation, *BusinessWeek* announced on February 21. USD's undergraduate business program ranks among the top five schools on the West Coast and in the top two in Southern California. While there are more than 1,600 business schools in the United States, *BusinessWeek* only considered schools accredited by the Association to Advance Collegiate Schools of Business (AACSB) for inclusion in the ranking. From the list of more than 500 undergraduate business programs with AACSB accreditation, they narrowed the list down to the top 96 schools for inclusion in the ranking.

In the category of teaching quality, USD was the highest-ranked school on the West Coast with students giving their professors a grade of A+. "Being ranked among the best business schools is quite an honor, and is a reflection of the outstanding quality of our faculty and their commitment to our students," said Andrew Allen, Interim Dean of the School of Business Administration. "Raising the national prominence of the business school continues to be a top priority of the school's strategic plan, and the support we have received from USD President Mary E. Lyons and Provost Julie Sullivan has made this type of recognition possible."

One area that was identified as needing improvement is career services. "Our goal is to continue to improve every aspect of our program and offer an education that is on par with the caliber of students we are able to attract," said Stephen Standifird, Director of Undergraduate Business Programs. "Our plan is to make career services a top priority in the year to come. In order to do this, we need help from our alumni!"

If your company has a job or internship that would be appropriate for undergraduate business students, click [here](#). If you would like to get involved and support the undergraduate business program, contact Steve Standifird at stephen2@san Diego.edu.

We would love to hear from you! Please send your comments and ideas for AlumNews to:

Alyssa Workman
alyssa@san Diego.edu

INVEST IN THE SCHOOL OF BUSINESS ADMINISTRATION

Invest in USD's School of Business Administration to raise funds for student scholarships, faculty support and career services. Whether it's \$25 or \$2,500, every gift counts!

Your gift enables us to continue offering a rigorous and relevant business education to our business students, which will prepare them for the real-world.

To make a gift, please go online to www.san Diego.edu/business/giving or contact Liz Mueller, Director of Development, at 619-260-5941 or lizmueller@san Diego.edu.



(from left to right)
USD President, Dr. Mary Lyons,
Tanya Susoev (scholarship
recipient) and Pat Woertz

MSEL 2008 SERVANT LEADERSHIP BREAKFAST

February 21, 2008 marked the third annual Master of Science in Executive Leadership (MSEL) Servant Leadership Breakfast, which was a great success!

Pat Woertz, chairman, CEO and President of Arthur Daniels Midland, was the keynote speaker. Woertz shared her fascinating experiences as a servant leader in the community with students, faculty and staff members and community contacts.

Also at this breakfast, four merit-based scholarships were given to emerging servant leaders, Elizabeth Castillo, Mike Loarie, Ximena Mora and Tanya Susoev. These scholarships will help them further their leadership studies and ongoing contributions to the San Diego community.

Click [HERE](#) to see the video of Pat Woertz's presentation from the 2008 Servant Leadership Breakfast.

SUPPLY CHAIN MANAGEMENT ALUMNI ASSOCIATION (SCMA²)

The Supply Chain Management Institute launched its affinity group of alumni under the banner of the **Supply Chain Management Alumni Association (SCMA²)**. The launch included a workshop on January 24 attended by 25 alums from the undergraduate, MBA and MS-SCM programs.

SCMA² is currently developing its mission, its governance and various technology opportunities. The Association has already embarked upon a number of activities intended to foster closer ties between the School of Business Administration, the Supply Chain Management Institute, current students and the alumni network.

Most recently, SCMA² participated in the 22 annual SCMI job fair, which was a successful event. The SCMI fair took place on February 29 on USD's campus with 22 participating organizations including, Qualcomm, Petco, Solar Turbines, Northrup Grumman and Sony. Most of the 61 students who submitted their resumes to these organizations prior to the career fair, received interviews.

FUTURE ENTREPRENEURS PUT THEIR IDEAS TO THE TEST AT THE 2008 SBA BUSINESS PLAN COMPETITION

Over 25 teams comprised of almost 90 graduate and undergraduate students have entered the new SBA Business Plan Competition. Each team hopes to win some of the \$10,000 in prize money and capture the imagination of local executives, entrepreneurs, and investors. The ideas range from high-tech to high-social impact and local to global in scope.

A preliminary round of competition on April 11 will determine the winner of three graduate and three undergraduate divisions who each will advance to the finals on May 2nd. The competition is being co-sponsored by the SBA, the USD Entrepreneurship Club, and USD alum [Tom Breitling](#). We encourage you to come out on Friday, May 2 to see some of USD's brightest entrepreneurial minds compete to be the next Steve Jobs, Oprah Winfrey, or Muhammad Yunus.

For more information, or to volunteer as a team mentor or judge for this or next year's competition, please contact Alyssa Workman at alyssa@sandiego.edu.



Liz Di Lorenzo
BBA 2005

SBA FEATURED ALUM

Liz Di Lorenzo
BBA 2005

Why did you choose to attend USD?

I actually asked one of my high school teachers in Oregon how I should go about choosing which college to attend and she said, "you will just know." I started looking for a small liberal arts school on the west coast. I wanted to be able to form personalized relationships with my professors and really get to know my classmates. USD was one of the schools that I applied to and once I visited the campus, I just knew...just like my teacher had told me.

What was one of the things that you learned at the SBA that has helped you in your current career?

The SBA, including the Burnham Moores Center for Real Estate, arranged for me to shadow different local executives, set me up with a great internship during my senior year, and gave me the opportunity to attend numerous business conferences. Real estate development is a broad industry and these experiences helped me to narrow down my interests and be exposed to as much as possible. Through the SBA, I was able to secure a full-time position before graduation, for which my parents were grateful. I have now chosen to return the favor by helping current USD business students get the same experiences that I did and by giving money for scholarships.

What did you like most about your USD college experience?

The connections and relationships I built while attending USD are what I am most thankful for. To this day, I still keep in contact with my sorority and study abroad friends, my classmates, my professors, and my career connections within the San Diego marketplace.

What are your future career goals?

I currently work at SD Commercial managing a portfolio of eleven income-producing properties. Between my work and academic experiences I discovered that my niche is urban, mixed use, sustainable development. My short-term career goal is to be working for a northwest sustainable developer. I want to help build communities and incorporate design with financing. I want to understand and learn from other countries and societies. And lastly, I want to educate other developers and the public on the benefits of going green and global trends. My life-long career goal is to be influential in the global green development movement, and after years of experience to become a college professor.

What advice would you give to graduating students or recent business alums?

Find what you love and do it well, and don't be afraid to take risks to get there. One of my favorite quotes is "Chained by your certitudes, you are a slave; you have forfeited freedom. Only a person who risks is free."

How do you stay connected with the business school?

Giving back is very important. My USD experience didn't end when I graduated. The professors and staff are still there for me and want to help. I am lucky to have built such strong relationships with USD. To me this relationship is a two-way road and I choose to give back, both financially and with my time.



Tom Breitling, '91

A \$200 MILLION JOURNEY: THE TOM BREITLING STORY

Thursday, May 1, 2008 • Mother Rosalie Hill Hall (SOLES)
5:30 p.m.—Reception • 6:30 p.m.—Presentation

Listen to **Tom Breitling**, '91, describe his fascinating journey from a USD undergraduate Communications student interested in sports broadcasting to a successful entrepreneur.

Breitling and his friend, Tim Poster, revolutionized the travel industry by founding Travelscape.com, which they later sold to Expedia. The two then purchased the Golden Nugget Hotel & Casino, one of Las Vegas' well-known gaming properties.

Breitling's interesting story is chronicled in his new book titled "Double or Nothing," to be released on March 18.

Click [HERE](#) to see a *You Tube* video about Breitling's story or visit his website at www.tombreitling.com.

*** Click [HERE](#) to RSVP for this event by Thursday, April 24 ***

USD SCHOOL OF BUSINESS ADMINISTRATION LINKEDIN GROUP

You are invited to join the USD School of Business group on LinkedIn.

Joining will allow you to find and contact other USD alumni, current students and faculty members on LinkedIn.

The goal of the SBA LinkedIn group is to:

- Strengthen SBA's networking community
- Reach other members of the USD business school
- Help to accelerate student and alumni business/careers through referrals from USD School of Business Administration members
- Know more than a name - view rich professional profiles from fellow USD School of Business Group members

To join the SBA LinkedIn group, please click [here](#).

We hope to see you in the group!! Please spread the word to your fellow alums.

EUROPEAN ALUMNI ASSOCIATION REUNION 2008

Each year, the **European Alumni Association** holds its Alumni Reunion Weekend in a major European city. The annual reunion weekend attracts alumni from countries throughout the European Union and the Middle East.

This year's European Alumni Reunion is being held June 20—22, 2008 in Luxembourg!

For more information or to RSVP for the USD European reunion, contact:
Yelena Podkolzina at yelenap@gmail.com or +352 691 598 888S



Dennis Zocco, Ph.D.

FACULTY UPDATES

Dennis Zocco, Ph.D. is a Professor of Finance at the SBA and was recently appointed the Interim Faculty Director for the Master of Science in Executive Leadership (MSEL) program.

Dr. Zocco had an article entitled, “The Confluence of Financial Analysis, Web Metrics, and Behaviorism”, published in the Fall 2007 issue of the *Journal of Business and Behavioral Sciences*. Zocco will also have a second article, “Interactive Advertising Agency: Negotiating a Merger in the Online Advertising Industry” published in the forthcoming Spring 2008 issue of the *Journal of Finance Case Research*.

Dr. Zocco taught the SBA’s first MBA Business Consulting course in the Fall 2007 semester. In that course, MBA students learned the best practices for being a successful business consultant and successfully applied those practices to semester-long projects for prominent companies in the San Diego area. This course is offered every Fall semester, with new San Diego business community projects taken on by the MBA student consulting groups.

Dr. Zocco assisted student founders Baron Birkhofer and Julian Santana to form the SBA’s Finance Club, open to both undergraduate and graduate students. At the first meeting, held in February, Machel Allen, Vice President and member of the Board of Directors of the Certified Financial Analyst Society of San Diego (CFASSD), spoke to the club on the society’s new CFASSD Student Membership program. Zocco is the Faculty Advisor to the SBA Finance Club and USD representative to the CFASSD.

FACULTY NEWS

Dr. Mary Lyons recently announced USD’s 2008-2009 University Professors, Steber Professors, and Herzog Endowed Scholar.

From the School of Business Administration, **Dr. Loren Margheim**, Professor of Accounting, was one of the recipients of the University Professorship and **Dr. Gene Rathswohl**, Professor of Information Management, received the Steber Professorship.

The University Professorships are the highest academic honor bestowed university-wide and are given in recognition of outstanding scholarly achievements in teaching and research. The Steber Professorships recognize substantial contributions in the areas of teaching, research, and service and are limited, by the intent of the donor, Clarence L. Steber, to faculty in the School of Business Administration and the Department of Theology and Religious Studies. The Herzog Endowed Scholar award recognizes the meritorious teaching and scholarly productivity of one of our professors in the School of Law.

These awards will be formally bestowed to these professors at the Fall Convocation on September 12, 2008.



Espen Thoegersen
BBA, '99

BURNHAM-MOORES CENTER GRAD LIVE AND WORK IN LONDON

By Meghan Bokath, Communications Coordinator, Burnham Moores Center for Real Estate

While Burnham-Moores Center grads have made their mark upon the San Diego real estate industry, they are also filling the real estate ranks in another international city: London, England. Currently three graduates, Alexandra Bryant, Kyle Moran and Espen Thoegersen, are living and working in real estate in London. The Burnham-Moores Center recently caught up with these three graduates.

Alexandra Bryant, who received her undergraduate minor in Real Estate from USD in 2004, is currently a senior analyst at Jones Lang LaSalle in London, where she has lived since January 2005. Bryant is part of the European Retail Capital Markets team at Jones Lang LaSalle, where she advises investors on buying and selling retail property. Her real estate transactions have enabled her to travel all across Europe conducting site visits and tours. With so much international exposure, Bryant says that knowing the cultural ins and outs of different countries has proven to be an important aspect of her job. “Especially in terms of retail, it is important to understand the different cultures and that is not something that is taught in much detail in the United States,” she says. Among the first things she bought in London when she first moved there? “A book about the modern history of Europe,” she says.

Kyle Moran is a development manager at Gazeley in London, where he has lived for six months. An '05 graduate of the Master of Science in Real Estate program, Moran's current job duties consist of establishing new offices, partnerships and securing projects on behalf of customers in the Middle East, North Africa, and Central and Eastern Europe. For Moran, the differences in work culture between the United States and England have proven to be salient. Moran has found that the “work hard, play hard” philosophy to be especially prevalent in London's real estate industry, a philosophy that he says matches his own. “It is not uncommon for a three-hour Friday lunch to include several bottles of wine and cocktails,” he says. “On the ‘work-hard’ side, though, I’ve come back to the office after hitting the gym at 10 p.m. to find the office still buzzing to meet a deadline.”

USD grad **Espen Thoegersen** is currently an associate at RREEF in London. Thoegersen, who originally hails from Oslo, Norway, came to the United States in 1995 to attend USD and graduated in 2000. After working in New York and San Francisco, Thoegersen made the leap back across the pond to London, where he has lived since the summer of 2006. He now works for RREEF Opportunity Funds, a subsidiary of Deutsche Bank, where he is responsible for “originating and underwriting value-added and opportunistic deals across all of Europe.” Thoegersen says that the lack of standardized real estate practices across Europe makes conducting business difficult since different jurisdictions have different tax and legal structures. Despite the challenging legal and business environment, big deals are being made. Thoegersen, for example, is part of a five-person team in the midst of a €5 billion real estate transaction in continental Europe.

CONTACT US!

Have you moved? Started a new job? Changed your email address?

Please send your up-to-date contact information to Alyssa Workman at alyssa@sandiego.edu, so that we can keep you updated on what is happening at the university, the SBA and with your fellow alums!