



SBA AlumNews

Winter 2007

- PAGE 2 -

- SBA Homecoming Breakfast
- 2008 Global Leadership Conference in China
- 2007 SBA Year-End Giving

- PAGE 3 -

- An Interview with Alum: Kyle Miholich, BBA '07

- PAGE 4 -

- USD Alumni and Students Help Wildfire Victims
- MBA and IMBA Cohorts Give Back to the School

- PAGE 5 -

- Faculty News
- Faculty Updates

- PAGE 6 -

- SBA Undergraduate Leadership Luncheon a Success!
- Global Leaders Graduate from MSGL Program
- Contact Us!

USD's MBA PROGRAM GETS RANKED!

The University of San Diego's MBA program recently ranked in the top 100 programs worldwide for integrating social and environmental issues, according to the Aspen Institute's 2007-2008 edition of Beyond Grey Pinstripes. USD's MBA program ranked **36th** in the world and is the highest ranked program in southern California.

"We are honored to be recognized with other such prestigious universities for having an MBA curriculum that helps shape new leaders to be the drivers of future ethical business behavior and thinking," said USD President Mary E. Lyons. Among Catholic universities, USD ranked third nationally and fourth globally. "Our MBA program's emphasis on ethical leadership reflects the mission of the School of Business Administration and the wider-USD community," Lyons said.

The Aspen Institute Center for Business Education, a program of The Aspen Institute Business and Society Program, compiled Beyond Grey Pinstripes. Beyond Grey Pinstripes is its biennial research survey and alternative ranking of business schools, looking at how well social and environmental issues are incorporated into the training of future business leaders.

Invitations to participate in the 2007 survey were sent out to 600+ internationally accredited business schools with in-person, full-time MBA programs. More than 40,000 pages of data were collected from schools in the United States and abroad.

"Issues of corporate social responsibility and environmental sustainability are integrated throughout our curriculum and within specially focused courses," added Andrew Allen, interim dean of USD's School of Business Administration.

Courses offered in USD's MBA program include Ethical Leadership in Organizations, Corporate Governance and Values, and Peace through Commerce. The small program size and personalized attention foster a supportive environment that stresses strategic thinking and collaborative teamwork.

SBA ALUMNI NETWORKING EVENT AT CONFIDENTIAL BAR

The SBA Alumni Council and the Real Estate Alumni Association are hosting an SBA Alumni Networking Event on Wednesday, February 20, 2008 from 6:00 to 9:00pm at **Confidential**, one of San Diego's hottest downtown restaurant/bar.

Darren Moore, a 1995 BA alum, is one of the owners of Confidential and will be present at this event to welcome his fellow alums to his venue and reconnect with some of his classmates.

Stay tuned for more event details to be sent via email in the next few months...



SBA Homecoming Breakfast 2007

SBA HOMECOMING ALUMNI BREAKFAST

We would like to thank all of the SBA alumni and their families who attended this year's SBA Homecoming Alumni breakfast during USD's Homecoming weekend.

This year's event attracted SBA undergraduate and graduate alums, some of whom hadn't been on campus since they graduated, and others who were able to rekindle some old friendships.

The SBA's Interim Dean, Andrew Allen, along with a handful of faculty members, also attended which made for a an even better USD event!

The left photo was taken at the breakfast, featuring several SBA Alumni Council members and Dean Andrew Allen. Shown in the picture (from left to right): Burt Brigida, BBA 1985, Jolene (Lena) Lauer, BBA 2002, Kyle Fitzgerald, BBA 2004, Interim Dean Andrew Allen, Kelly Stempel, BBA 2005, Mary Agbovi, MSGL 2007, David Salisbury, BBA 1995 and Emilie Hersh, Chair of the SBAA Council, MBA 2000.

We hope to see more of our alums at next year's SBA Homecoming event!

2008 GLOBAL LEADERSHIP CONFERENCE IN SHANGHAI, CHINA

The USD School of Business Administration's Master of Science in Global Leadership (MSGL) program, in conjunction with the Robert H. Smith School of Business and the Center for Creative Leadership, is co-sponsoring the **2008 Global Leadership Conference** in Shanghai, China from June 5-7, 2008.



The **2008 Global Leadership Conference** is an 8-day tour that is designed exclusively just for USD graduate students and alumni. This China tour will include 4 days in Beijing and 4 days in Shanghai, visiting local attractions and meeting with local and expatriate businessmen.

For more information about the **2008 Global Leadership Conference**, visit www.glc7.com or contact John Ruzicka at jruzicka@sandiego.edu

2007 SBA YEAR-END GIVING

It is at this time of year that we would like to thank all of our donors who continue to support the School of Business Administration by making contributions to the different funds within the school.

Thanks to you, we are able to continue offering a rigorous and relevant business education to our students that will prepare them for the business world.

To make your 2007 year-end gift, please go to www.sandiego.edu/business/giving before Friday, December 28th.



Kyle Miholich
BBA, 2007

SBA FEATURED ALUM

Kyle Miholich, BBA 2007
Founder and Owner, Fro Yo

What is Fro Yo?

Fro Yo is a self-serve yogurt establishment that offers 8 different flavors every day and over 30 toppings, ranging from fresh fruit to hot fudge to cookie dough. The cost of the yogurt depends on each individual customer and how much they want.

Where did you come up with the idea for Fro Yo?

During the 4 years that I attended USD, my friends and I always had to travel quite a distance to buy frozen yogurt. The more I thought about it, the more I realized that the area surrounding USD was the perfect place to open up a frozen yogurt shop.

Why did you want to start your own business?

Professor Helen Eckmann's Entrepreneurship class really inspired me to start a business of my own. That class was where I first learned about business plans and how to create them, which proved to be extremely helpful to me when it was time for me to write the business plan for Fro Yo.

Overall, from Marketing to Finance to Operations, USD's business school provided me with all of the necessary skills that I needed to start my own business.

What did you like most about going to USD?

I really liked the fact that all of my professors knew my name and that they were willing to help us in any way they could. I know that they were able to do this because of the small size of the classes, but I also really felt like they cared about the students and really wanted us to succeed.

Do you have anything new that you're working on at Fro Yo?

Yes. We actually just decided that from December 15th until December 21st we are going to offer delivery service only to USD's campus, during finals. I think this will be the perfect time to test delivery service to see if we should offer it more often throughout the school year.

A few other ideas I have for the near future are yogurt pies and acai bowls. We are even going to start catering some USD events on-campus.

What are your future career goals?

I would love to expand and open up a few more Fro Yo's throughout the San Diego area. I would also like to offer franchises to other people who want to work for themselves in this type of business.

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

I would tell them to do something that they love. I honestly LOVE what I do! I would also tell them to not place limits on anything and to set high goals. I am a normal guy who just wanted to do something on my own. Anyone can do this; they just have to be creative and motivated.

Do you feel that it is important for alumni to give back to USD?

I believe that it is extremely important for alumni to give back to USD and to stay involved with the USD community. USD has played such a big role in my life and I will do whatever I can to give back to the school that has given me so much.



Justin Barnam
BBA, 2002

USD ALUMNI AND STUDENTS HELP WILDFIRE VICTIMS

During a time when San Diego residents were dealing with the devastation of the 2007 Wildfires, USD alumni and students were offering their help and hope.

Justin Barnum, a 2002 BBA alum, was one of these volunteers who helped sift through the remains of many homes in the Rancho Bernardo area. Amanda Booker, a current USD student, was another volunteer who joined Justin.

What Justin and Amanda didn't know at the time was that one of the families that they were about to help was that of a USD SBA staff member, David Bergheim.

"I had never met them before, and they had no idea of my connection to the university. They were with a church group, looking for an opportunity to help people in our neighborhood. It just goes to show how few degrees of separation we are from anyone else in our community," said Bergheim.

FULL-TIME MBA AND IMBA COHORTS GIVE BACK TO THE SCHOOL

Last week, the December 2007 graduating full-time MBA and International MBA (IMBA) cohorts each exceeded their goal for their Class Gift Programs!

Both cohorts contributed to financial need-based scholarships for deserving students who have been accepted to USD and are entering into the full-time MBA or IMBA program.

The full-time MBA cohort contributed over \$17,000 to their Class Gift program, which averages out to be around \$1,000 per student. The IMBA cohort donated over \$16,000, which comes out to more than \$500 per person.

This Class Gift program is just one of the many things that these students have succeeded at while attending USD. Not only are these smart, talented and ambitious students, but they are also selfless individuals who chose to give back to the institution who has given them so much.

"Leading the Class Gift was such a meaningful way for me to return the kindness and generosity of those donors who contributed to scholarships for our first full-time MBA cohort. Thank you so much for the opportunity to give back to USD," said Pamela Salgado, Chair of the 2007 Full-time MBA Class Gift Program.

Ricardo Diaz, Chair of the 2007 IMBA Class Gift Program said "the IMBA Class gift is an investment for the future. It gave me an insight on the importance of giving to a good cause."

The Development staff at the School of Business Administration plans to continue with these Class Gift Program for all future full-time MBA, IMBA and evening MBA cohorts. The full-time Class of 2007 and IMBA Class of 2007 have definitely set high standards for all future MBA Class Gift Programs.



Simon Croom, Ph.D.
Director
Supply Chain Management
Institute

FACULTY NEWS

Professor Simon Croom, Executive Director of USD's Supply Chain Management Institute, was recently accepted as a CIPS Research Fellow.

CIPS (The Chartered Institute of Purchasing & Supply) is the UK-based professional association for supply chain professionals. It is a large, global body with a strong reputation for education and support for research.

CIPS appointed just five Fellows in their history to date, and Croom is the first U.S. based academic to receive the position. Croom feels that this "is another great acknowledgement of USD's reputation and strength in the supply chain field."

FACULTY UPDATES

Professor Tim Becker currently teaches Fundamentals of Marketing and Personal Selling, part time at USD. Becker uses a unique learning system called "Total Recall Learning," in both courses and says that his students love this computer-based study aid that drills down the information and leaves it in long term memory. Learning by Total Recall enables Becker to spend more time on higher level learning.

Total Recall Learning recently released a "Gift of Life" to troops and defense contractors stationed in Iraq allowing them to learn the fundamentals of Arabic for situation specific dialogues and other basics. They are taught this on a CD, the Internet or by downloading it so they can learn at their own pace. Less than 10% of the troops receive any kind of formal training, so this is a easy tool that prepares them how to interact with Iraqi's in their locale.

If you would like more information about "Total Recall Learning," please contact Tim Becker at 858-349-2040 or visit the website at www.totalrecalllearning.com.

Professor Steve Conroy, Associate Professor of Economics, recently had a paper accepted for publication in Economics of Education Review. The paper is entitled "An Estimation of Technical Efficiency for Florida Public Elementary Schools."

Professor Marc Lampe, who teaches law and ethics at USD, was featured in the November 26th issue of the San Diego Business Journal in an article entitled "New Approach to Teaching Business Law is Needed." Professor Donna J. Cunningham, a professor at Valdosta State University in Georgia who teaches law, ethics and leadership, was also featured in this article.

Lampe and Cunningham both feel that "managers need to know how to apply various preventive and strategic management techniques to legal risks, and students need to learn how to do this in business school. Today's typical business school law class addresses the topic with an emphasis on the case study and legal analysis approach used in law school. But we know of no business manager who analyzes legal cases in order to decide what to do."

The editorial concluded with their belief that "students should emerge from business school aware of the myriad risks resulting from legislation, regulation and litigation, and armed with the tools and skills of preventive risk management."



Steve Standifird, Ph.D.
Director of SBA
Undergraduate Programs

FIRST SBA UNDERGRADUATE LEADERSHIP LUNCHEON A SUCCESS!

The SBA Alumni Council and the Undergraduate Programs Office recently hosted the first SBA Undergraduate Leadership Luncheon, which was a HUGE success! This intimate event connected 20 of our best and brightest undergraduate business students with 11 notable alumni and 5 outstanding faculty members.

“As the Director of Undergraduate Programs, I love the idea of bringing together in an informal setting our alumni and current students,” said Professor Steve Standifird.

At this catered luncheon, there were five tables with a different professional theme, including accountancy, finance, management/operations, marketing and real estate. At each table there were up to five undergraduate business students, two alumni from the respective field, and one faculty member. The luncheon provided a select number of undergraduate students the opportunity to connect with alumni in the San Diego community and develop contacts in their desired career field.

The students and alumni recommend that the SBA Alumni Council and the Undergraduate Programs Office make this luncheon an annual event.

GLOBAL LEADERS GRADUATE FROM MSGL PROGRAM

A new class of global business leaders graduated from USD’s Master of Science in Global Leadership (MSGL) program on Friday, November 30, 2007. Eighteen graduates completed their final week of classes and received an MSGL degree and a Certificate in Project Management. The final week culminated with the students proposing a business plan to a Qualcomm executive with a strategy for the global company to expand into a new territory.

Many of these graduating students serve on active duty in the Navy and Marine Corps and others work for top companies, such as **The Boeing Company**, **AMN Healthcare** and **Booz Allen Hamilton**.

“This is an outstanding class of graduates,” said program director Robert Schoultz. “Many of them have already accomplished great things and with a greater understanding of the global business environment as well as the business skills they have learned in this program, I know they will go on to serve our nation and the business community with honor and distinction.”

Internationally recognized political analyst and author John Stoessinger, Ph.D. addressed the graduating class and entertained guests with his personal account of escaping from Nazi-occupied Austria on the eve of the Second World War. Dr. Stoessinger also served on President John F. Kennedy’s advisory staff in the Oval Office during the Cuban Missile Crisis.

The program combines traditional classroom instruction with the latest in online learning techniques to provide a cutting-edge global business leadership education. Students from outside the San Diego area may complete all courses between the first and last weeks via distance and online learning means. “The idea of completing a graduate degree from a prestigious university in only 16 months was what initially drew me to the program,” said graduate Carl Alstatt.

For more information about the MSGL program, visit www.sandiego.edu/msgl.

CONTACT US!

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