



- PAGE 2 -

- Alumni Lifelong Learning Program
- Upcoming SBA Alumni Events

- PAGE 3 -

- The University Club Partnership
- Peace and Prosperity through Trade and Commerce Summit
- Business Plan Competition

- PAGE 4 -

- Alumni Profile: Ryan Sweetnam
- Join the SBA LinkedIn Group

- PAGE 5 -

- Appointment of New Business Program Directors
- Faculty Updates

- PAGE 6 -

- International Collegiate Business Strategy Competition
- Stay Connected!

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:

Alyssa May
Associate Director
Marketing & Alumni Relations
alyssa@sandiego.edu

USD SCHOOL OF BUSINESS ADMINISTRATION IS MOVIN' ON UP!

USD's School of Business Administration has successfully emerged as a top undergraduate and graduate business school.

USD's undergraduate business program was ranked #29 in the nation on *BusinessWeek's* 2009 list of top programs. USD, which has ranked in the top 50 for three years in a row, rose 18 spots this year! This was the largest jump of any school on the magazine's list.

USD's undergraduate business program is now one of the top three in the state of California along with the University of California, Berkeley and the University of Southern California and is the highest-ranked school in the West Coast Conference of athletic teams.

USD's MBA program was ranked on the list of 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 ranks #36 in the world and is the highest ranking program in southern California on this measure.

BusinessWeek recently informed USD that the school's Evening MBA program meets the quality standard to be included in their ranking of part-time MBA programs, which will be released in November. "This recognition is a big step forward for USD's MBA program," said Manzur Rahman, USD MBA Programs Director. "*BusinessWeek* is the most respected of the business school rankings, and our graduate and undergraduate business programs are now getting the kind of attention they deserve."

The national attention that the school is now receiving is due, in large part, to improvements that the school has been making in the student recruitment and admissions process. The average GMAT score in the Evening MBA program's entering class has risen by more than 40 points over the past two years. USD is now one of only a dozen part-time MBA programs in the U.S. with entering class GMAT averages above 600. "The media outlets that rank business schools are starting to take notice," said Rahman.

The School of Business Administration will continue to strive to achieve more educational-based recognitions for all of the school's programs. The dedication of the faculty, staff, students and alumni of the school will continue to be the key to its success!

NEW DIRECTOR OF MASTER OF SCIENCE IN EXECUTIVE LEADERSHIP

The Master of Science in Executive Leadership program is thrilled to announce that **Kurt May** has agreed to join us as the full-time Director of the MSEL program. Kurt brings with him a distinguished career as both an executive and higher education administrator.

Kurt began his career at GTE rising to the positions of Executive Director of Investor Relations for GTE Corporation and then Area President of GTE Wireless. He left GTE to join PriceSmart as their Executive Vice President and Chief Operating Officer. Kurt then branched out to become Founder, Chief Executive Officer and Chairman of Psynomics Inc., a life sciences company that provides innovative tools for the evaluation and treatment of the biological basis of mental illnesses. For the last four years, Kurt has served as an Assistant Dean at UCSD's Rady School of Management leading the design, development and implementation of the school's executive education programs.



Norm Miller
Director of Real Estate
Academic Programs and
professor of Real Estate

LIFELONG LEARNING PROGRAM

The School of Business Administration has recently introduced a new program of Lifelong Learning for our alumni.

The purpose of this 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 various key business topics.

The first Lifelong Learning event was held on May 5 at USD's Joan B. Kroc Institute for Peace & Justice. The event, entitled "Surviving Difficult Times," featured Norm Miller, USD's director of Real Estate Academic Programs and professor of Real Estate.

This event attracted many business alumni who had never attended an alumni event and some who had not visited campus since graduation. Miller combined his personal experiences with pertinent factual information to advise alumni on how to survive during difficult times.

The Alumni Lifelong Learning program has been made possible by a generous donation from Lowell McAdam, MBA '83, President & CEO of Verizon Wireless, and his wife Susan.

UPCOMING SBA ALUMNI EVENTS

"Stand Out in Today's Economy" featuring Amy K. Hutchens

Wednesday, June 10, 2009

6:00 pm

Tango Wine Company (2161 India Street San Diego, CA 92101)

Amy K. Hutchens (AmyK) will teach alumni how to profitably ride the current business wave and sustain their profitability. AmyK, CEO and Intelligence Activist, ignites brilliance in individuals, teams and leaders. With an M.S. from Johns Hopkins University in education and brain research, AmyK combines intelligence, passion, psychology and irreverence to show the "how" of creating brilliant, energetic business opportunities, despite economic conditions.

Tango Wine Company, owned by alum **Siri Fomsgaard, BBA '03**, offers an intimate and comfortable setting, carrying great wines from around the world!

Registration for this event is FREE and includes a riveting speaker and hosted appetizers.

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

USD European Alumni Reunion—June 26-28 in Fontainebleau, France

Join your fellow alumni at the annual USD European Alumni Reunion on June 26-28 in Fontainebleau, France, located 40 minutes south of Paris.

Reconnect with alumni, grow your professional and personal communities and learn about recent happenings at the University of San Diego.

This year is especially significant because the university is celebrating its 60th anniversary, commemorating six decades of unparalleled success in the advancement of education, intellectual development and community stewardship. We look forward to sharing this special milestone with you.

Recommended hotels in Fontainebleau are the Mercure (an Accor hotel), the Ibis and the Aigle Noir. Advanced booking is recommended.

Register to attend this reunion by clicking [HERE](#).

Once you register, you will receive detailed information for each of the reunion events via email.



UNIVERSITY CLUB PARTNERSHIP

USD School of Business Administration and the University Club have formed a partnership to help you expand your professional and social networks and establish a presence in one of San Diego's oldest and finest organizations.

This opportunity is available to USD School of Business Alumni only and will allow access to:

- **The Top Business and Social Community in San Diego!**
- **A Preferred Initiation Fee** - As a USD School of Business alum, you can join the University Club for 50% off the preferred initiation fee for only \$500!
- **The Hallmark USD Membership Guarantee** - If after 2 months you are unsatisfied, the University Club will refund your monthly dues and discontinue your membership.

Experience the University Club by contacting Casey Falkner, Membership Director, at 619.702.1985 or casey.falkner@ourclub.com

For more information about The University Club Atop Symphony Towers, click [HERE](#).

PEACE AND PROSPERITY THROUGH TRADE AND COMMERCE SUMMIT

Today, companies are no longer satisfied with brands that only represent financial success, product quality or process efficiency. Instead, firms want to be recognized for their commitment to developing initiatives for poverty alleviation, social problems and environmental sustainability.

On May 29, join representatives from Starbucks, Converse, Product (RED), World of Good, Hope Wine and TOMS Shoes as they share their social branding strategies.

In this time of increasing competitiveness, learn how social branding can be successful in:

- Differentiating your company
- Developing a deeper connection to stakeholders (customers, employees, community, etc.)
- Increasing the triple bottom line (people, planet, profit)

All SBA alumni can attend this event at a special DISCOUNTED price! Register [HERE!](#)

BUSINESS PLAN COMPETITION

On May 8, four student teams competed for \$10,000 in prize money at the 2nd annual USD Business Plan Competition. This year, Dr. Tom Cooper of Aperture Venture Partners and Dr. Deiter Lange of Capgemini joined returning judges Tom Breitling of Wynn Las Vegas, Andy Laats of Nixon, Inc. and Michael Gallegos of American Property Management Corp. & American Property Hospitality Management.

Teams that competed were: **Renters Reports.com** (Michael Keating and Chris Beaty), **Vicar Valet Services** (Marianne Cornejo and Benjamin Mayberry), **Thinami Fit Dips** (Tyler Pinkos, Justin Saks and Jonathan Hopstetter) and **JShae Instrumental Design's** (Jeffrey Givens).

Vicar Valet Services, who promises to make parking a lot less stressful for USD students, won the 2009 USD Business Plan Competition, earning \$4,000. Thinami Fit Dips was the runner-up and received \$3,500. RentersReports.com received \$2,000, and JShae Instrumental Design, \$500.

"I am so proud of all of our participants in this year's Business Plan Competition. The countless hours they spent putting together detailed business plans, combined with their impressive presentations to business executives, allowed them a unique experience that will help them succeed in the real-world," said Dean David Pyke.

The Business Plan Competition was made possible by a generous donation from Tom Breitling '90 and Judy and Roger Benson.



Ryan Sweetnam
BBA, 2008

ALUMNI PROFILE: RYAN SWEETNAM BBA, '08

Tell us about your business.

Extreme Clean strives to create customer loyalty by providing an exterior maintenance service that exceeds all expectations. My company is dedicated to making every customer interaction an enjoyable experience for them, through our highly dedicated, attentive and friendly team.

How did you first get into the exterior cleaning business?

Back in 2005, I noticed how dirty tile roofs were around San Diego County. I recognized a demand for this cleaning service so I obtained a business license along with the proper insurance. I continued cleaning the exterior surfaces of residential homes from that point on while pursuing my business degree at the University of San Diego.

What made you want to start your own business?

After I graduated from USD, I decided that I wanted to pursue this business as an Exterior Maintenance Contractor. I liked the idea of being my own boss and creating opportunities for myself. I enjoy the flexibility in my schedule, even though running a business is a lot of work.

How has USD contributed to your professional success?

Multiple professors at the University of San Diego have contributed to my professional success thus far. Their support, advice, and personal experiences helped further my confidence in developing my business skills.

You recently gave back to USD in a unique way. Tell us about that.

I received an alumni appeal in the mail asking for a financial donation to the School of Business. Since I wasn't in the position to make a monetary gift at that time, I sent a letter back offering to steam clean the concrete surfaces around Olin Hall instead. I was pleased when they agreed to this! It was important to me to give back to USD in some way. Donating my services not only benefited USD, but has since increased the exposure of my company and provided more opportunities for Extreme Clean.

Why do you feel that it is important to give back to USD?

I am very thankful for the education that the University of San Diego provided me. Giving back to the university that played such a huge role in my success has been very rewarding.

What advice do you have for students on how to survive in a difficult economy?

I believe it is imperative to remain persistent, open-minded, and confident in your abilities. One must also maintain a positive outlook. Even in a down economy, there are still countless opportunities to seize and flourish from.

Final thoughts.

I attribute much of my success to the significant role USD had in shaping my future. On my company's website, www.CleanWithExtreme.com, I acknowledge and credit the University of San Diego for this, "The university instilled strong values and morals which have structured the company's core, while providing an ethical and compassionate service to the community."

RECONNECT BY JOINING THE SBA LINKEDIN GROUP

Joining [USD's School of Business Administration LinkedIn](#) group will...

- * Increase your personal and professional networks
- * Connect you with alumni, students and faculty/staff of the business school
- * Expand and strengthen the school's virtual network
- * Help to accelerate student and alumni careers through referrals
- * Help you in your own job search or candidate search for your organization

To join USD's School of Business Administration LinkedIn group, click [HERE](#).



Manzur Rahman, Ph.D.
MBA Programs Director

APPOINTMENT OF NEW BUSINESS PROGRAM DIRECTORS

New MBA Programs Director—Manzur Rahman, Ph.D.

Manzur Rahman is an associate professor of Finance at the University of San Diego, where he teaches international finance, corporate finance, and corporate governance. He has published in the areas of multinational financial policy, corporate finance, and foreign direct investments.

Professor Rahman's current research interests are in the areas of corporate governance, regional economic integration, and multinational strategy. He has extensive consulting experience as a corporate finance specialist for the investment banking house of N.M. Rothschild in Milan, having worked on mergers and acquisitions, corporate reorganizations, and going-public decisions.

Dean David Pyke describes Manzur as “an extremely effective teacher in the MBA programs, is deeply committed to an excellent educational experience for our students, and brings a passion for building on our global focus.”



Tom Dalton, Ph.D.
Undergraduate Business
Programs Director

New Undergraduate Business Programs Director—Tom Dalton, Ph.D.

Tom Dalton is a professor of Accounting and Taxation at the University of San Diego. He served as the associate dean in the School of Business Administration from January 2000 until June 2004 and was designated as the Steber Professor for the 2003-2004 academic year. He has published numerous tax planning articles in professional journals and tax related research studies in academic journals.

“Tom has been a valued member of the faculty for many years, serving in a number of leadership roles, including the Graduate Programs Task Force this year. He will now lead the undergraduate office that has been serving students with grace and excellence,” said Dean David Pyke.

The School of Business Administration is grateful to both Manzur and Tom for their continued dedication to the school and is looking forward to seeing them emerge as leaders and succeed in their new roles.

FACULTY UPDATES

Marc Lampe, J.D., professor of Social and Legal Research, recently presented a paper that was co-authored by Dr. Miriam Rothman at the February 2009 ASBBS (*The American Society of Business and Behavioral Sciences*) annual conference in Las Vegas, Nevada. The title of the paper is: “Business School Internships: Sources and Resources.”

Charles Teplitz, professor of Decision Sciences, was chosen to be the team leader for the new Operations/Supply Chain/Management Science/IT team. Chuck has been a very effective teacher in many of the school’s business programs and will bring his experience with the school and the faculty to his new role.

Steve Standifird, Ph.D. has accepted a new position as Associate Dean for the School of Business. Steve served as the Director of Undergraduate Programs and did an outstanding job at getting the program to where it is today, including his work on the undergraduate program rankings. Steve will bring his energy, creativity, and a desire to leverage the passion of the program and center directors in his new position.



USD Undergraduate team (from left to right): Mical Ramirez, Carson Reeling, Martin Wernick, Nichole Nicholson, Jessica Aguilar and Andy Kaestle.



USD Graduate team (from left to right): Eric Grobe, Scott Grant, Corinne Durazzo and Dorothy Szpet.

INTERNATIONAL COLLEGIATE BUSINESS STRATEGY COMPETITION

Escalating prices. Controversial decisions on outsourcing. And even pirates. These were just some of the challenges presented to business students earlier this month at the International Collegiate Business Strategy Competition, hosted by the University of San Diego School of Business Administration, for the ninth year in a row.

The longest-running competition of its kind goes back 45 years and gives teams from schools around the world the opportunity to manage a mock manufacturing company. Teams are judged on their responses to real-world dilemmas.

“This year’s dilemmas ranged from escalating prices and inflation to deciding whether to move production overseas and shut down U.S.-based plants, lowering the morale of hometown employees,” said Robin McCoy, a visiting business professor at USD who has been the administrative director of the competition for all nine years.

Teams were also faced with a supplier whose ship was hijacked by pirates and had to decide whether to pay a \$2 million ransom. “Only one team out of 18 decided to pay the pirates. All other teams refused to negotiate with the terrorists,” McCoy said.

Winners were divided into “worlds” or divisions. USD’s undergraduate team came in 2nd place for best overall performance and the graduate team came in 1st for best business plan and annual report. Students said they took a lot away from the competition. “I learned an incredible amount about business and its implementation, and found the experience to be completely worthwhile,” USD senior Carson Reeling said.

Using a computer-generated model, teams began competing remotely in February, but the most intense phase of the competition occurred in San Diego from April 16 to 18, when senior executives from Motorola, Ernst & Young and other firms judged the teams’ performances. Many of the 16 judges were USD’s School of Business Administration alumni, including **Chris Cook** (MBA ‘00), **Tracy Hatfield** (MBA ‘97), **Glenn Murray** (MBA ‘05), **Pamela Stambaugh** (MBA ‘87), **Michael Slater** (MIB ‘94) and **Healthier Xitco** (MBA ‘03). **Curtis Cook**, previous Dean of the School of Business also served as a judge.

The undergraduate team included Martin Wernick, Andy Kaestle, Mical Ramirez, Jessica Aguilar, Carson Reeling, and Nichole Nicholson. The graduate team members included Eric Grobe, Dorothy Szpet, Corinne Durazzo, and Scott Grant.

STAY CONNECTED!!

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

- Sending your updated contact information to sba-alumni@sandiego.edu to remain informed on 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 other USD alumni, students and faculty.
- Attending one of our alumni events to reconnect and network with new and old contacts!
- 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.