

- PAGE 2 -

- USD Turns 60!
- Upcoming Alumni Events

- PAGE 3 -

- Lifelong Learning Program
- SBA Receives \$100,000 Grant
- Finance and Marketing Majors

- PAGE 4 -

- MSGL Alum Makes an International Impact
- Professional Development Passport Program
- SBA Linked In Group

- PAGE 5 -

- Norm Miller: Sustainability Research Group
- Faculty Updates

- PAGE 6 -

- Become an Alumni Ambassador!
- Call for Mentors!
- Stay Connected!

MESSAGE FROM DEAN DAVID PYKE



As we prepare for the new semester here at USD, I wanted to bring you up-to-date on my priorities for 2009 and beyond.

Business schools are ranked on many different dimensions, but two measures stand out above the rest that define excellent academic programs: the quality of the faculty and the caliber of the students that have graduated. With this in mind, we at the SBA are committed to a strategy of dual excellence, with our continued efforts to

build the reputation of the school based on the solid foundations of great faculty and students.

For USD's School of Business Administration's faculty to meet their objectives, teaching quality and research output cannot be an either-or proposition. Our professors must excel at both. We are committed to developing the unique interests and talents of our students, which requires that we not be a cookie cutter school with one-size-fits-all instruction. Faculty must work alongside students, and really care about the results of their teaching. At the same time, faculty must also be committed to their research. Academic quality begins when professors are advancing knowledge on the cutting edge of their fields and radiating an intellectual buzz that makes the classroom and campus community vibrant. I am so grateful to our faculty as I see their commitment to our students and participation in an intellectually exciting culture.

Take a look at today's headlines and you can see how greed and poor decision making impacts the world around us. We must continue to set a high bar for students to master rigorous academic concepts while adhering to the highest ethical standards. USD's roots as a Catholic university valuing rigor and integrity, frames our commitment to developing thoughtful, socially responsible leaders. My goal is that our students will not be the ones making future headlines because of unethical behavior or bad decision making.

As we move forward, we are committed to building the reputation of the School of Business Administration in ways that will increase the value of your degree. I look forward to working with you toward these goals.

I am thrilled about our new initiatives that are reengaging our alumni. Our networking events are attracting more and more alumni and we are seeing a great alumni outreach during these difficult financial times. We will soon be introducing a program of lifelong learning, which will provide high-quality business education opportunities to alumni using the experiences, research and expertise of our SBA faculty. You can read more about this program on **page 3**.

I look forward to meeting many of you at some of these upcoming events.

Regards,  
David Pyke, Ph.D.  
Dean



## USD TURNS 60!

This year, the University of San Diego will commemorate six decades of unparalleled success in the advancement of education, intellectual development and community stewardship.

Throughout the anniversary year, USD, along with its students, faculty, alumni, friends and corporate partners, will come together for an ongoing series of community-oriented programs and events. Six decades of distinguished alumni and faculty — and thousands of the individuals and organizations touched by the university — will be impressed with how far the University of San Diego has come and the ways it will inspire the world in the future.

To see a list of 60th anniversary events and activities, a decade by decade history of USD milestones and a “60 Ways to Celebrate” list, please visit the 60th Anniversary website at [www.sandiego.edu/sixty](http://www.sandiego.edu/sixty)

### SBA ALUMNI NETWORKING EVENT AT LA PUERTA

Thursday, January 29, 2009 at 6:00 p.m.  
La Puerta  
560 4th Avenue  
San Diego, CA 92101

Join us for complimentary appetizers, drink specials and great connections at San Diego's newest downtown hot spot - La Puerta.

We are at capacity for this event, so please contact Alyssa May at [alyssa@sandiego.edu](mailto:alyssa@sandiego.edu) if you wish to put your name on the waiting list to attend.

### ALUMNI NETWORKING RECEPTION FEATURING JAMES D. POWER IV '85

Join fellow alumni in the Los Angeles area for a special networking reception with alumnus, **James D. Power IV** on February 11 from 6:30-9:00pm at The Regency Club in Los Angeles.

Jamey Power '85 is Senior Vice President at J.D. Power and Associates, the world's leading authority on driving growth through customer satisfaction. He will discuss his best-selling book, entitled *Satisfaction: How Every Great Company Listens to the Voice of the Customer*.

Mr. Power will share an inside perspective on the insights and best practices used by J.D. Power & Associates to help companies listen better to their customers, measure satisfaction and understand what customers truly want.

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

### SAVE THE DATE—USD EURO-ALUMNI REUNION!!

**Friday-Sunday, June 26-28, 2009** in Fontainebleau, France (approx. 65 km south of Paris)

Join us for a weekend full of reuniting, relaxing and sight seeing in stunning Fontainebleau, France, where nature and beautiful landscapes surround you.

Stay tuned for more details about this reunion weekend...

**Book your hotel room now, as the hotels are filling up fast!**

To view room rates at **Mercure Royal Fontainebleau**, click [HERE](#).

To view rooms at **Hotel Ibis Fontainebleau**, click [HERE](#).

## LIFELONG LEARNING PROGRAM

The School of Business Administration is pleased to introduce a new program of Lifelong Learning for our alumni.

The purpose of this program is to provide high-quality business learning opportunities to our alumni using the experiences, research and expertise of our SBA faculty. The program is designed to reengage alumni, allow them to network with each other, and connect them with the faculty and school.

The first of many Lifelong Learning events is scheduled for this spring.

Stay tuned for more details about the 1st SBA Lifelong Learning event...

## USD SCHOOL OF BUSINESS ADMINISTRATION RECEIVED \$100,000 GRANT

USD School of Business Administration was awarded a \$100,000 grant from the Foundation for Enterprise Development for research on private employee-owned firms.

The first project will investigate how the composition and scope of employee ownership changes over a private firm's evolution and the factors influencing those changes. The second project looks at how private employee ownership firms can benefit from SEC Rule 144a to raise capital using private placements. The work on both projects will be completed over a 17 month period.

"We're extremely pleased to receive this grant from the Foundation for Enterprise Development," said USD School of Business Administration **Dean David Pyke**. "Employee owned firms are becoming increasingly important to the U.S. and world economies. This grant will support critical research on how firms in San Diego and across the country can use employee ownership to support their growth and expansion and we look forward to sharing the knowledge and insights gained from this work with the business community."

USD School of Business faculty member **Shreesh Deshpande** will lead a research team that includes faculty members **Helder Sebastiao** (School of Business) and **Frank Partnoy** (Law School). The results of the research will include a database of privately held firms in San Diego, a published peer-reviewed journal article and illustrative case studies for in-classroom instruction.

### About the Foundation for Enterprise Development

The Foundation for Enterprise Development (FED) was established in La Jolla, California, in 1986 by **Dr. Robert J. Beyster**, founder of Science Applications International Corp. (SAIC), the largest employee-owned research and engineering company in the United States. The FED promotes business principles and practices that encourage free enterprise and advance science and technology innovations with impact on nationally important interests. Go to [www.fed.org](http://www.fed.org).

## NEW FINANCE AND MARKETING UNDERGRADUATE MAJORS

The two new undergraduate majors in Finance and Marketing were launched in the fall of 2007 and the student response has been very positive and enthusiastic!

There are currently about 180 declared **Finance** majors. In addition to the introductory Corporate Finance class, students majoring in Finance must take courses in Investments, International Finance and Advanced Corporate Finance. They also have to take two Finance elective classes, such as, Personal Finance, New Venture Finance, Commercial Bank Management or Real Estate Finance.

The new **Marketing** major provides the fundamental skills and knowledge for careers in advertising, sales, product management, and market research. There are currently over 100 marketing majors. Using threads woven through the courses and projects, marketing majors are also encouraged to develop leadership and entrepreneurial skills as well as global, ethical, far-sighted and environmentally aware perspectives.



**Candace Eckert**  
MSGL '03

## MSGL ALUM MAKES AN INTERNATIONAL IMPACT

When USD alumni, **Candace Eckert** arrived in Iraq as a reserve Navy Lieutenant Commander, she was a step ahead of her military and civilian colleagues. As a Master of Science in Global Leadership graduate, she was able to recognize the importance of the cultural differences she would face while working with the Iraqi government and her American counterparts.

“I applied elements from my MSGL degree on a regular basis during my sixteen months in Iraq,” said Eckert. “I worked with all kinds of military officers and civilians, and I would observe how they would approach a problem with a very typical ‘western’ mindset. My ability to consider problems from a different perspective made it much easier for me to get results.”

From her education at USD, Eckert recognized the need to establish expectations up front and work across cultural differences to achieve the end result. Eckert remarked, “I didn’t go in with all the answers, but with a mind open to seeing differences and working to overcome them.”

Because of Eckert’s work, Iraq has taken important strides in developing a transparent, fair court system and more Iraqi citizens recognize the legitimacy of their new government.

After her assignment in Iraq, Eckert returned to her career at Honeywell in Phoenix, Arizona where she serves as vice president of aerospace services marketing and product management.

“At Honeywell, actively seeking and really listening to the voice of the customer is critical,” Eckert said, “and if we approach each different situation with the exact same mindset, we’ll miss out on opportunities, both for ourselves and our customers.”

Eckert is currently serving in the Naval Reserve as Commanding Officer of Maritime Expeditionary Security Division thirteen and is married to MSGL alum CDR Skip Lind, USN (ret). They have two children and two grandchildren.

## PROFESSIONAL DEVELOPMENT PASSPORT PROGRAM

The SBA Undergraduate Programs Office is excited to introduce their new **Professional Development Passport Program**.

All newly-declared business undergraduates will be required to complete this program, which is designed to provide guidance for students in career building skills and networking contacts. Students will become familiar with professional development, which includes but is not limited to, job searching techniques, resume building, interviewing skills, networking prospects and other career-related opportunities.

Through the Professional Development Passport Program, students will be required to meet with an SBA Advisor, as well as to attend four professional development or career service events during their junior year, four events during their senior year and four elective events to be completed at any time prior to graduation.

If you have any events or activities that can include business undergraduate students, please contact Jewel Leonard at [jewel.leonard@sandiego.edu](mailto:jewel.leonard@sandiego.edu) to determine if it would qualify to be part of the Professional Development Passport Program.

## RECONNECT BY JOINING THE SBA LINKEDIN GROUP

Becoming a member of the [School of Business Administration LinkedIn](#) group will...

- \* Increase your personal and professional network
- \* Connect you with fellow alumni, students and faculty of the SBA
- \* Expand and strengthen the school’s virtual network
- \* Help to accelerate student and alumni careers through referrals

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



**Norm Miller, Ph.D.**  
Director  
Real Estate Academic Programs

## NORM MILLER NAMED CO-CHAIR OF SUSTAINABILITY RESEARCH GROUP

**Norm Miller**, professor and director of academic programs at the Burnham-Moores Center for Real Estate, has been selected by **Dean David Pyke** to co-chair a newly formed University of San Diego research working group on sustainability. **Simon Croom**, executive director of the SBA's Supply Chain Management Institute, will serve as Miller's co-chair.

Miller's scholarly efforts in the area of green real estate are increasingly drawing national and international attention. In late November, Miller presented the green study, which he co-authored with **Jay Spivey** and **Andrew Florance** of Maryland-based CoStar Group Inc., to 900 attendees at the 2008 Greenbuild International Conference and Expo, held in Boston. Miller's session was standing-room only; the conference itself drew close to 27,000 people.

In the fall, Miller was recognized before several hundred guests at the unveiling of the La Jolla Commons Office Tower, the region's first LEED Gold Certified multi-tenant office building. Representatives from the U.S. Green Building Council, the U.S. Environmental Protection Agency and the San Diego City Council were in attendance. Earlier in the year, Miller spoke at the National Association of Industrial and Office Properties (NAIOP) National Forum Symposium in New York City; participation in the three-day event was by invitation only. Miller recently taught a green Webinar for the national trade association.

Apart from his multiple regional and national speaking engagements, Miller also is in the process of launching a monograph on sustainable real estate, which he hopes to turn into a *Journal of Sustainable Real Estate*—one of the first of its kind. For more information on the journal, go to [www.josrc.org](http://www.josrc.org).

## FACULTY UPDATES

**Johan Perols, Ph.D.**, Assistant Professor of Accountancy, was the first author on a paper entitled "Information Marked Based Fusion" that was accepted for publication in *Management Science* (a premier academic journal). Johan also published a co-authored paper entitled "Information Technology Continuance: A Theoretical Extension and Empirical Test" in the *Journal of Computer Information Systems*, 344, pp. 700-711 (acceptance rate is 12-13%).

Perols also applied and was approved for an ACL Education Futures Program contract from ACL Services Ltd. The ACL Education Futures Program is intended to support educators in higher learning institutions in teaching the concepts and effective use of data analysis software in accounting, auditing, and finance disciplines. As part of our Education Futures Program, ACL donates software, support services for instructors, and educational materials—valued to \$200,000—to institutions approved for Program participation. ACL is recognized as the market leader in computer-assisted audit technology. ACL's customer base includes 85 percent of the Fortune 500 companies, the Big Four public accounting firms, and hundreds of national, state and local governments.

Real estate professors **Norm Miller, Ph.D.** and **Charles Tu, Ph.D.** co-authored papers that were published in the October-December issue of the *Journal of Real Estate Portfolio Management*. Miller's paper, "Does Green Pay Off?" was co-authored by Andrew Florance and Jay Spivey of the CoStar Group Inc. in Bethesda, Md. Miller's paper on studies of cross-section variation in cap rates also was referenced in the same volume of the journal by researchers John McDonald and Sofia Dermisi of the University of Chicago. Tu's paper "Time-Varying Diversification Effect of Real Estate in Institutional Portfolios: When Alternative Assets Are Considered," was co-authored by **Kathy Hung** of California State University-East Bay and Zhan Onayev of State Street Global Advisors in Boston.

## BECOME AN ALUMNI AMBASSADOR!

Looking for a rewarding way to give back to your alma mater?

Become an Alumni Ambassador in order to...

- Serve as the SBA alumni contact for the area that you currently live in
- Assist in the planning of SBA alumni events and activities in your area
- Meet with other alumni and students to share your professional experiences with them
- Meet with potential students to discuss how USD fits with their educational needs
- Spread the word about what is happening at USD's School of Business Administration!

To become an Alumni Ambassador in your area, please contact:

### **Alyssa May**

Associate Director of Alumni Relations

School of Business Administration

Phone: 619-260-4750

Email: [alyssa@sandiego.edu](mailto:alyssa@sandiego.edu)

## CALL FOR MENTORS!!!

### **Are you passionate about...**

Your Career?

How you got to where you are today?

Helping others achieve their career and life goals?

If any of these things ring true for you and you would like to share your wisdom and experiences with an MBA student who is about to embark on a life journey, it's time for you to become a mentor in our MBA Mentor Program!

To find out more about the MBA Mentor Program or how to become a mentor, contact::

### **Reyna Brook Sund**

MBA Career Services Manager

Phone: 619-260-5910

Email: [rbrook@sandiego.edu](mailto:rbrook@sandiego.edu)

## STAY CONNECTED!!

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

- Sending your updated contact information to [sba-alumni@sandiego.edu](mailto:sba-alumni@sandiego.edu) so that we can keep you informed on what is happening at USD, the SBA and with your fellow alums.
- Making frequent visits to [www.sandiego.edu/business/alumni](http://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 our upcoming alumni events to network with new and old friends.
- Investing in the school by making a financial gift to the SBA and contributing to student scholarships, faculty support and career services.