

IMPACT

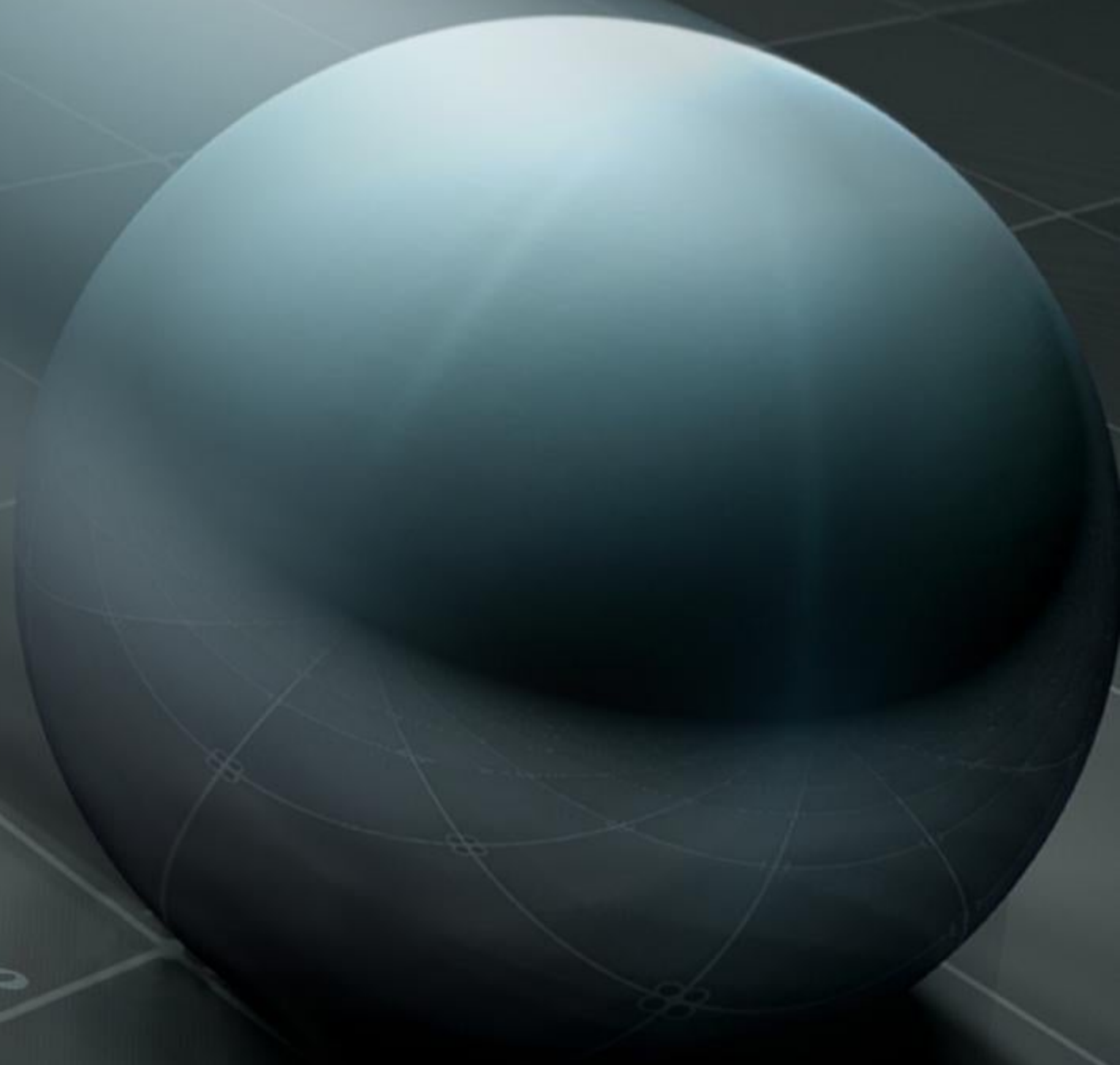
THE MOMENTUM BUILDS



CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

College of Business and
Public Administration

more than a degree





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CBPA Impact



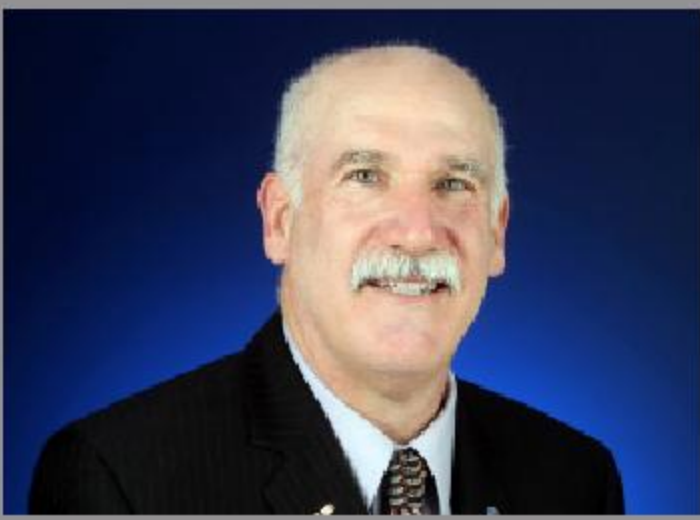
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Letter from the Dean

This issue is all about momentum. It's about students starting businesses, donors increasing their support to the college, faculty winning awards, and middle school age girls learning that science (especially cyber security) is really cool.

Last November, the college's Inland Empire Center for Entrepreneurship (IECE), hosted the 12th annual Spirit of Entrepreneurship gala at the Riverside Convention Center. The black tie event attracted a record-breaking crowd of 760 attendees.

In January, the college and the Business Alliance hosted the first Cyber Security Summit on campus, bringing together representatives from the White House, U.S. Department of Energy and Homeland Security with our own cyber experts. More than 300 business and government leaders, interested community members, and educators attended.

The College of Business and Public Administration has much for which it can be proud. Military Times magazine has awarded our MBA program as "Best for Vets" for the third year in a row. We provide our students with more than \$700,000 in scholarships. We host students from more than 32 countries, and our MSA, MPA, and MBA programs are growing rapidly.

We're on the move. We've got momentum. I invite you to read on and learn about some of the great things happening in the College of Business and Public Information.

Best regards and stay in touch,

Lawrence C. Rose, Ph.D., FFin, FCPA (Aus)
Dean

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Department of Accounting and Finance p. 8 (Aug. 2014)

Correction: A previous version of this story did not include Accounting in the department name.



Events 2015



Janice Bryant Howroyd Wows Crowd at Inland Prosperity Conference

Janice Bryant Howroyd, founder and CEO of ACT-1 Group, and the first African American woman to own a billion-dollar company was the featured keynote speaker at the IEWBC's Inland Prosperity Conference on March 28. Howroyd, who grew up in North Carolina and moved to California after college, opened a small temporary employment agency in 1978. Today, Howroyd's company has grown into one of the largest human resources firms in the world with more than 2,500 employees serving 13,000 clients globally. Clients include Toyota, Ford, Cingular Wireless, and Sempra Energy. A gifted motivational speaker, Howroyd held the audience captive with her stories and advice for women entrepreneurs, young and old.

April 29

Lunch with an Entrepreneur

The Inland Empire Center for Entrepreneurship (IECE) has invited 25 local entrepreneurs to campus to have lunch with CSUSB students! The lunch is free for CSUSB students and will be held on Wednesday, April 29, at 11:30 a.m. in the Obershaw Dining Room. Students can meet one-on-one with local entrepreneurs, discover their secrets to success, hear how and why they started their businesses and learn how they grew their companies. For more information, contact Monica Estrella at mbrule@csusb.edu or <http://entre.csusb.edu>.

May 28

Business Alliance Annual Spring Fundraiser

The Business Alliance spring fundraiser (dinner and dance) will be held Thursday, May 28, at Arrowhead Country Club from 6 – 10 p.m. in San Bernardino. Organizers are busy planning a great event and hope to surpass last year's total of \$9,000. Proceeds from the event go toward scholarships in the College of Business and Public Administration. For ticket and sponsorship information, contact Evelyn Marquez in the CBPA Development Office at (909) 537-5771.

June 5

42nd Annual CBPA Student Award Ceremony

The College of Business and Public Administration will be holding its 42nd Student Award Ceremony, Friday, June 5, on campus at the Santos Manuel Student Union. Last year more than \$700,000 in student-scholarships and awards were presented to students who both were graduating and continuing their studies at Cal State San Bernardino. The college will host more than 400 guests, including students, their families and friends, university dignitaries, community leaders, faculty and staff this spring. For information about how to support the ceremony or contribute to CBPA, contact Evelyn Marquez in the CBPA Development Office at (909) 537-5771.

June 20

Spring Commencement

CSUSB has outgrown the Coussoulis Arena as a commencement venue. In order to accommodate the thousands of extended family members and friends, CSUSB has moved spring graduation to the Citizens Business Bank Arena in Ontario. CBPA's commencement begins at 8 p.m.

CSUSB Alumni



Al C. Boling, '89 BA Accounting

A little more than two decades after graduating from CSUSB with a BA in accounting, Al Boling became the city manager of Ontario, Calif., one of the fastest growing and most economically sound communities in Southern California. Over the course of his career, Boling has risen steadily through important management positions for the city of Ontario, from project manager to fiscal services director, and general services director. He was also the city's first internal auditor. Prior to his career with the city of Ontario, Boling was a contract auditor for the U.S. Department of Defense. Boling is a member of the Association of Certified Fraud Examiners, the Association of Certified Fraud Specialists, and the National Honor Society of Phi Kappa Phi.

Alumni San Francisco Reception

On Oct. 30, 2014, Cal State San Bernardino held a reception to engage its alumni and friends in the San Francisco Bay Area. There are more than 1,400 CSUSB alumni in Northern California.

As part of the agenda, Dr. Tony Coulson, director of the College of Business and Public Administration's Center for Cyber Security, gave a presentation on current trends in cyber security education. The topic resonated with the tech-heavy audience.

"We do everything from drone research to competitions, to working with senior government officials on policy," relayed Dr. Coulson. In explaining the importance of scalable cyber security education, Dr. Coulson noted, "Technology moves so fast that it is difficult to keep up in curriculum, so



(L to R) Doreen Hatcher, director, Alumni Affairs; Paris Cisneros, '13; and Jasmine Tindull, '13.



(L to R) Tony Coulson, professor, Information & Decision Sciences; Kyle Sandoval, CSUSB Alumni; and Dean Lawrence C. Rose

we have series of projects and events that continuously expand to keep pace with the speed of technology, and with the growing skills needed for careers in cyber security."

Three Cyber Security and National Security Studies students—Stacy Booth, Anastasia Weber, and Malcolm Reed—shared their most unique and memorable experiences in the program with the audience. Booth, an MBA student with a concentration in cyber security, completed a summer internship with the Department of Homeland Security, and produced a product that is now used in the White House.

More outreach events that align students with alumni in the San Francisco Bay area are planned for 2016.

Awards and Accolades



Owen Odigie, a soon-to-be finance graduate from the Department of Accounting and Finance, will start his training for Goldman Sachs in the New York office, July 2015. Upon completion, Odigie will be assigned to the Finance Controller's Division as an analyst in the Goldman Sachs' Salt Lake City office. Odigie is also applying to Harvard for the 2 + 2 MBA program, and expects to hear back before the end of the school year.

Dr. Jim Estes' paper, "Our benchmark is better than your benchmark: The Municipal Bond Market," was recently cited in a review article titled, "These innovative research papers deserve your attention," *Journal of Financial Planning*, January 2015 edition. Dr. Estes also had his opinion piece, "How the big tobacco deal went bad," published in the *New York Times*, Oct. 6, 2014.

John Dorocak won "Best Paper Award" at the February 2015 Pacific Southwest Academy of Legal Studies in Business Conference in Palm Springs, Calif.



Dr. Montgomery Van Wart is this year's recipient of the American Society for Public Administration's annual Paul Van Riper Award for Excellence and Service. This is a prestigious national award, which recognizes significant contributions as an academic and practitioner through current engagement in and contributions to developing public service.

Troy Brown former MPA student, was unanimously selected as the city manager of Tracy, Calif.

Kusum Kavia, who completed her undergraduate and graduate degrees from the CBPA, was mentioned in President Obama's 2014 U.S. Africa Leaders' Summit.

Dr. Tony Coulson was invited to attend and participate in the national forum, "Inventing the Future: Cybersecurity Research and Education," sponsored by Stanford University on Feb. 12, 2015, and featuring President Barack Obama as the keynote speaker. The purpose of gathering thought leaders and decision-makers from industry, technology companies, government, and academia, was to stimulate discussion and collaboration on cybersecurity research and education.





Eat and Be Well volunteers, Louise Suchanek Coldwell Banker Town agent, Gary Wenkle Smith San Bernardino defense attorney, and Lisa Gordon of CBPA.

Lisa Gordon - Eat and Be Well

Lisa Gordon, ASC II in the Department of Marketing, volunteered with Eat and Be Well, an organization that celebrates the holiday season by providing a warm Thanksgiving dinner to the underserved public of San Bernardino County. Through partnerships among public agencies, businesses, volunteer groups, and the community, Eat and Be Well is able to serve hundreds of families every Thanksgiving.

For more information visit eatbewell.org

CBPA Students Will Compete in Amsterdam

After passing the qualification rounds, national rounds and obtaining the highest ROI in the nation, beating out top competitors such as Columbia University and University of Southern California, the Supply Chain and Finance MBA students were invited to travel to Amsterdam, Netherlands, this coming April to compete in the Global Final Rounds.



Dr. Harold Dyck, Chi Truong, Hien Dao, Jose Navarrete, and Dean Lawrence C. Rose



Before: John-Rene, Salas' son, cuts off her ponytail decorated with lavender ribbons.

Theresa Salas - Buzz for a Cure

Salas makes a \$130,000 impact in the community by "Fighting for a cure"

Theresa Salas, ASC II in the Department of Accounting and Finance, and a member of the American Cancer Society Relay for Life, challenged her Colton teammates: if they reached the goal of \$130,000 in total donations she would hold an auction to have all of her hair buzzed off. Dubbed, "Theresa's buzz for the cure," the challenge rallied the team to meet—and exceed—the goal on time.

True to her word, Salas bravely faced the clippers, as a fierce bidding war for the privilege of shearing off her locks took place. In the end, it was CBPA colleague, Deborah Grijalva, and ProShop Automotive business owner, Esteban Gonzalez, who shared the buzzing honors as many friends and teammates cheered and celebrated the moment.

For Salas, who has had close family members and friends struggle with various forms of cancer, buzzing off her locks for this important cause, was an easy decision.



After: Theresa Salas with a celebratory bouquet of flowers.

Cyber Security Summit

INAUGURAL
CYBER SECURITY SUMMIT
— AN UNQUALIFIED SUCCESS —

By all estimates, the first Cyber Security Summit, hosted by the College of Business and Public Administration (CBPA) and underwritten by the Business Alliance, was an unqualified success. On Jan. 20, more than 300 registered guests, including students, IT professionals, educators, civic leaders, business owners and members of the media attended a full day of panel discussions, individual presentations and breakout sessions on a full panoply of issues related to information assurance and cyber security.

Dean Lawrence C. Rose kicked off the summit by talking about the strength of the cyber security program in the CBPA and the growing need for

cyber professionals. Dr. Tony Coulson, director of the cyber security program at CSUSB echoed the dean's introduction. He said, "There are 276,000 open positions in cyber security right now and the need is growing exponentially."

The opening panel moderated by Dr. Tapie Rohm, professor, Information and Decision Sciences, explored the concept of cyber security as the new priority for business. Lea Dessing, the chief information officer for the city of Riverside, Calif., thanked actors Seth Rogan and James Franco for "making it easier for me to convince my bosses of the cyber security needs we have." Rogan and Franco play journalists in the absurd comedy, "The Interview," and are instructed by the CIA to assassinate North Korean leader Kim Jong-un. Before the movie could be released, hackers broke through Sony Pictures' firewall and wreaked havoc on the company, exposing hundreds of private emails and threatening to do irreparable damage if the company distributed the film.

Kien Lam, the chief security officer for City National Bank talked about the difficulty in finding qualified cyber professionals. "Humans are the weakest link in technology," he noted. Getting ahead of the hackers is an activity he doesn't believe he can win. "When data became monetized, stealing became a big business."

Montana Williams, the cyber security expert from the U.S. Department of Homeland Security (DHS) was more sanguine about beating the hackers.



Dr. Tony Coulson,
Director of the CBPA Cyber Security Program

Did you know?

All students that go through the CyberCorps Scholarship for Service program receive 100% job placement.



Montana Williams of DHS with local media crew

“Through NICE—the National Initiative for Cyber Education—we’re changing the dynamics of how we approach the problem,” Williams explained. “We are doing it through education, through awareness, and through our Scholarship for Service program. We are growing, training, and developing the next generation of cyber security professionals.” Williams called CBPA’s cyber security program, “a national treasure,” noting that DHS had hired 18 Cal State San Bernardino graduates in the past five years.

Additional morning speakers included Dr. Tomás D. Morales, president of CSUSB; Jason Walsh, CIO Council; Vaughn Book of Arrowhead Credit Union; and Steven Hernandez, from the U.S. Department of Health and Human Services.

At lunch, keynote speaker B. Lynne Clark of the National Security Agency, painted a fairly dark picture of what the United States faces every day. “In one second, 3,280 sites are attacked in the United States.” She said that more than \$1 trillion is stolen across the globe annually. Statistically, those incidents cost the U.S. 580,000 jobs because six months after a company experiences a cyber security breach, there is an increased chance that it will go out of business. “Every day we lose more than a terabyte of information—it gets sucked right out of the country. That’s more than the entire Library of Congress,” she noted.



Dr. Tomás Morales at the Cyber Security Summit

While many of the speakers’ remarks were sobering, Dr. Coulson rallied the audience with his closing comments. He said, “We have incredible human capital here in San Bernardino. We have a statewide economic impact of half a billion dollars. We have a service mentality.”

Dr. Coulson also noted that CSUSB ranks in the top 4 percent of learning assessment. “This means that our students can show that they’ve actually learned something.” Dr. Coulson urged the audience to take note of Cal State San Bernardino. “If you didn’t know it this morning, you know it now. We are a regional resource—we have the muscle, we have the enthusiasm, the energy—let’s make something happen together.”



B. Lynne Clark, division chief, IAD Education, Training and Academic Outreach, National Security Agency.

Students Create Impact

Kids that Code



From left to right - Christine Law, Jose Navarrete, Pat Person, Alfonso Anaya and Sarah Lee.

Imagine a future where children as young as five years old are coding computer programs. It may sound like a movie from the future but the founders of “Kids That Code” are turning this idea into a reality.

“It all started with my five-year-old son,” explained Pat Person, director of Kids That Code. Person was a finalist in the 2012 Fast Pitch competition. His concept received such positive feedback that he incorporated and immediately began working on his business plan. With an eye for talent, several of Person’s classmates and friends became co-founders and now work for the organization.

Person’s concepts teach children to code in tangible and fun ways. “Essentially, kids learn computer science while having fun,” said Alfonso Anaya, the technical director. The founders have tested the curriculum with several private schools and have begun branching out to public schools with as many as 80 students in a session.

Monica Estrella, assistant director of the Inland Empire Center for Entrepreneurship (IECE), mentors the group, encouraging them to challenge conventional wisdom. Estrella is impressed with the team. “They are not afraid to take a risk,” she says, which is a common hurdle for many entrepreneurs. The group agrees that the entrepreneurship program encouraged confidence in their ideas and prepared them to commit to the ups and downs of a startup company.

Now that the group is gaining traction in many area schools, it has already set its sights on the next big step—instructing teachers on how to teach kids to code.

If you are interested in joining the team or would like more information, contact Kids that Code at Codeclassesforkids.com or visit facebook.com/kidsthatcode.

Pat Person, MBA Entrepreneurship/ Marketing, Winter 2015
Alfonso Anaya, MBA Entrepreneurship, Graduated Fall 2013
Jonnell Tyler, MBA Entrepreneurship/Finance, Graduated Spring 2014
Jose Navarrete, MBA Entrepreneurship/Finance, Graduate Fall 2014
Christine Law, MBA Entrepreneurship/Supply Chain, Graduated Spring 2014
Nestor Lerena, BA Computer Science, University of California Riverside
Patrick Sales, Computer Science, Undergraduate
Maurice Tran, Computer Science, Undergraduate
Branton Eterovich-Potter, Computer Science, Undergraduate Norco College
Sarah Lee, MBA Marketing, Graduate Candidate Spring 2015
Vincent Garrett, MBA Marketing, Graduated Spring 2014
Vianey Hernandez, BS Psychology, UC Davis 2012
Jennifer Goodman, BA Child Development, first year MA Digital Teaching Credential Program, Azusa Pacific University
Advisor: Monica Estrella, Assistant Director, Inland Empire Center for Entrepreneurship

Student Spotlight

Use the hashtag
#cbpaimpact
for a chance to
get your photo
in our next
publication.



Andrew Brake
First year MBA student

What I appreciate about California State University, San Bernardino and the MBA program in the College of Business and Public Administration is that the university and the professors encourage students to think globally. Take advantage of everything this school offers: learn a foreign language, master a business concentration, and study abroad. All doors are open to you. You will find your place in a world full of opportunities.



Cristhal Poron Barrios
*Undergraduate student in IST
with Computer Information
concentration*

I am currently working for the Technology Support Center for our school. I chose CSUSB because the diversity of students, staff, and faculty. I feel like culture—the different languages and values—shape us. I was born and raised in Guatemala so I feel like the College of Business and Public Administration is a great match for my major and my love for different cultures. I feel the technology field needs more women innovators.



Alex Chavez
MSA 3:2 Program

Being accepted into the MSA 3:2 Program, networking with faculty and staff, and being an active member in Beta Alpha Psi and Accounting Association has helped me to develop my leadership and interpersonal skills. As an officer for Beta Alpha Psi, I have organized and participated in several professional networking events, such as Meet the Firms, firm tours, and CalCPA meetings. I definitely recommend students get involved on campus and take advantage of the available resources and opportunities.



Lindsey Polley
Second year MPA student

I select electives and compose research papers on topics related to humanitarian/emergency management and project management, as well as public budgeting. CSUSB is one of the few campuses that offer such classes. Dr. Jonathan Anderson, chair of the Department of Public Administration, makes an effort to inform students of opportunities, which led to my current involvement with the *Journal of Public Management and Social Policy* as an assistant editor, working in conjunction with Dr. Marc Fudge, managing editor.

Spirit of the Entrepreneur



The highly anticipated, 12th Annual Spirit of the Entrepreneur Awards was well received with a record audience of 760 business and community leaders on Nov. 13, 2014. The event honors multiple achievements but features three highlights: The Lifetime Achievement Award, the Fast Pitch Competition, and recognition of event sponsors. These awards are given exclusively to incredible and outstanding individuals who have excelled in various aspects of business.



This year's Lifetime Achievement Award was presented to Forest Lucas, who founded Lucas Oil Products, Inc., of Corona. The firm is the world leader in providing high performance lubricants and problem solving additives and products. It also markets more than 272 unique formulations in more than 34 countries around the world. The Fast Pitch Competition, sponsored by local entrepreneur Garner Holt of San Bernardino, gives five talented Cal State San Bernardino student entrepreneurs a chance to deliver a 90-second pitch about their up-and-coming venture idea to the audience and be critiqued on their overall preparation, poise and professional presentation. The top three pitches were recognized and the top student walked away with a \$4,000 prize.



The Spirit of the Entrepreneur event was presented by the Inland Empire Center for Entrepreneurship at Cal State San Bernardino and sponsored by a wide range of local organizations, including Best Best & Krieger LLP; Vistage; Los Angeles News Group; Inland Empire magazine; Bank of America; the city of Riverside; Business Alliance; UPS; CDC Small Business Finance; Rogers, Anderson, Malody & Scott, LLP; Varner & Brandt LLP; Wells Fargo; Altek Media Group; and the Riverside County Economic Development Agency. The sponsorships and contributions of all involved produced another successful event.





November 13th, 2014
Riverside Convention Center



“Each year we find out just how deep the entrepreneurial talent pool of the Inland Empire is.”

- Dr. Mike Stull

This year’s award recipients recognized at the black-tie gala, chosen from 27 finalists, include:

Family Business

Steve and Kathy Nichols, *Chino Valley Ranchers*, Colton

General Entrepreneur

Alan Boudreau, *Boudreau Pipeline Corporation*, Corona

Innovator Entrepreneur

Adel Sayegh, *Universal Surveillance Systems, LLC*, Rancho Cucamonga

Contract Manufacturing Entrepreneur

Mark Atchison, *AMA Plastics*, Riverside

Manufacturing Entrepreneur

Terri Rogers, *O.W. Lee Co., Inc.*, Ontario

Service-Based Entrepreneur

Brad McDermith, *Computer Options, Inc.*, Redlands

Small or Emerging Enterprise

Kenya Mills, *Innovative Infusion Solutions*, Corona

Social Entrepreneur

Angela Janus, *ShareKitchen*, Cathedral City

Supporter of Entrepreneurship

Tom Flavin and Joe Wallace, *Coachella Valley Economic Partnership*, Palm Springs

Best of the Best Award (top entrepreneur of the event)

Adel Sayegh, *Universal Surveillance Systems, LLC*, Rancho Cucamonga

Fast pitch winners:

1st - Jesse Cruz, *Kinetic Case*

2nd - Summer Haddad, *Unique Snacking System*

3rd - Andrew Shaw, *No Distraction*



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Kimberly Lopez
Love Dog's World
Christina Loza
Lucas Oil Pit Stop Inc.
Jeffrey Ly
Blake Lyons
Nicole Lytle
Kit Mac Nee
Scott MacDonald
Management Consultants of
America
Karen Marquart Gardner
Alex J. Marrugi
Ramona G. Martin
Amira Martinez
John E. Martinez
Oscar Martinez
Nicholas D. Massari
Bruce J. McAdams
Kimberly McAdams
McCarthy Automotive Repair
Alexander McMasters
Lydia Mehit
Josephine G. Mendoza
Paulina L. Mendoza
Jennifer S. Metz
Robert D. Metz
Gregg W. Mitchell
Sandra Molina
Larry A. Montanez
James Monty
Julius Morales
Lina Morales
Kasey J. Moran
Angelyn K. Moultrie-Lizana
Basem E. Muallem
Muni Temps Staffing
Debra Murphy
National Orange Show

Jose G. Navarrete Cruz
Jeanne L. Navarro
Raymond A. Navarro, Jr.
Vincent Nestler
David T. Ngo
Tuyet K. Nguyen
Ya Ni
Alan Noguera, Sr.
Velia Noguera
Christina Nolan
Blake D. Oberle
David Oberle
Patricia Oberle
Carolyn Ortman
Brittney R. Osborne
Ken B. Othman
Pacific Waterproofing & Resto-
ration Inc.
Terri Palazzo
Parke, Guptil & Company, LLP
Kyle G. Parker
Stacey Parker
Kathie L. Pelletier
Avenida M. Pena
Alfredo Perez, Jr.
Maria R. Perez
Ron Perez
Performance Promotional
Products
Alexander Phan
Anna L. Phillips
Zeph Phillips, IV
Donald Pilcher
Kellie Piper
Kevin J. Piper
Harris Plotkin
Ruth W. Plotkin
PM Productions, LLC
Michael S. Portillo
Belinda Potter
Pamela Potts
Delbert J. Powell
Jessie C. Powell
Premier Commercial Bank
Chelsey Preston
Danielle Preston
Robert Preston
Joan K. Prost
Lynne A. Pryor
Balvina R. Ramirez
Ruben Ramirez
Alyssa A. Ramos
Calvin Ramos
Edgar Ramos
Paul A. Rascoe
Foundation
Daniel Reddehase
Redlands Executive Suites, LLC
Redlands Insurance Brokers
Ray A. Reyes
Gabrielle Richardson
Tore P. Richardson
Roberto Rivera
Riverside County Treasurer
Elias G. Rizkallah
Robert Half International, Inc.
Robert J. Casillas Accountancy
Corp.
Jessica J. Rodas
Isabel Rodriguez

Javier E. Rodriguez
Andrea Roe
Stephen J. Roe
Rogers, Anderson, Malody & Scott
Alexandra V. Romon
Ellen A. Rose
Lawrence C. Rose
Gene Rosecrans
Nivardo Ruano
Norma A. Ruano
Erek R. Rubio
Adam R. Russell
Jason Ryan
Tina Ryan
S Tech Consulting, LLC
Theresa A. Salas
Willie R. Sanders, Jr.
Evelia M. Sands
Linda A. Santillano
Micheal A. Scarbrough
Erin N. Schulz
Craig Seal
Security Bank of California
Patricia Seitz
Richard M. Seitz
Victoria A. Seitz
Marcelino Serna
Abdulah Shafi
Mozafer Sharifi-Mahzoon
Carole V. Shaw
Evelyn M. Sheffield
Scott D. Sheldon
Yukasa Shida
Elena Sibille
Stephanie A. Silva
Ernie Silvers
Barbara W. Sirotnik
Robert I. Sirotnik
Carolyn A. Skiljan
Michelle Skiljan
Robert J. Skiljan
Cheryl Skubic
John Skubic
Sandra Slade
Mittchell K. Slagerman
Thomas J. Slaughter
Beverly A. Smith
Chere N. Smith
Marland Smith
Matthew Sommerville
Soren, McAdam, Christenson, LLP
Southern California Edison
Adela Spangler
Richard Spangler
State Farm Companies Foundation
Stater Bros. Foundation
Stater Bros. Markets
Catherine S. Steinberg
Joel L. Steinberg
Joanne L. Stevens
Kevin P. Stevens
Marcia Stewart
Walter T. Stewart
Michael Sticker
Trevor Stroda
Stronghold Engineering, Inc.
Michael G. Stull
Pam Stull
Eydie Stumpf
Augustino V. Suafo

Paul Suino
Wendy W. Sullivan
Hua Sun
Bruce S. Swann
Ramatullah R. Tameez
Kim Tan
The Yoga Room
Justin Thomas
Ticketleap
Sean Tillema
Kristin Tillquist
Murili M. Tiwari
Pushpa D. Tiwari
Maria Tomkins
Ginger A. Toon
Kenneth Trussell
Alphonso H. Twine
Ora M. Twine
UBS Financial Services, Inc.
Union Bank of California
United Parcel Service
Valerie L. Uribe
US-China Business Training center
Martin L. Valdez
Montgomery Van Wart
Robin-Ann Vance
Roy Vance
Roberta J. Van Auken
Lynda Van Hoof
Vantage LED
Varner & Brandt LLP
Bruce D. Varner
Nancy B. Varner
Richard J. Vaughn, Jr.
Valerie M. Vega
Cecilia Vest
Crystal C. Vickery
Brandon N. Vien
Rocio L. Villarreal
Vistage Worldwide, Inc.
Claudia J. Walker
Janine A. Warren
Wells Fargo Bank
Robert A. Wengen
Yolanda Wengen
Claudena Wesley
Aubrey Weston
Joy White
David L. Wilder
Lynn Wilder
John M. Wilkerson
Janees L. Williams
Jason B. Williams
Danette Wilson
Joann B. Wilson
John P. Wilson
Jennifer L. Wolfenbarger
Victoria Wright
John Wu
Shunte J. Wyndham
Simon Yang
Leijie Yao
Gloria A. Ybarra
Joseph R. Ybarra
Erin Yela
Allen Yeun
Susan S. Young
Jake Zhu
Gail A. Zwart

MBA and MSA

Business Graduate Programs Celebrates Milestone with Class of Fall 2014

To celebrate and honor their accomplishments, the Business Graduate Program Office invited MSA and MBA graduates and their families to meet in front of Jack Brown Hall after the fall 2014 commencement ceremony for conversation and refreshments. Graduates shared stories about their experiences in the program, recalling long nights of study and many months of juggling personal and professional responsibilities.

The newly minted MBA and MSA graduates snapped photos with their favorite professors, administrators and staff members. "This is a great way to say good bye and take our last pictures together," said Dana Marin, an MBA graduate. "Having the picture of all of us is something I'll treasure along with my MBA. This is a great way to cap out the experience and share it with our families."

In his remarks, Dean Lawrence C. Rose noted, "The accomplishment of these students is a real milestone. They have received much more than a degree, they have developed relationships, experiences and skills which will impact their careers for years to come." The CBPA staff invited the graduates to stay in touch and to mentor new student cohorts.

The graduate program staff and faculty look forward to holding the next reception for MBA and MSA graduates in June.



Class of 2014



CLASS
of
2014

Gifts and Grants

BANK OF AMERICA DONATES \$10,000 FOR FINANCIAL LITERACY PROGRAM

In an effort to help Cal State San Bernardino students learn more about the basics of financial literacy, Bank of America has donated \$10,000 to start a financial peer counseling program on campus.

Lawrence C. Rose, dean of the College of Business and Public Administration, praised Bank of America for its foresight in providing “seed money” for the financial literacy initiative. “This is a great opportunity for us to increase awareness of the importance of financial literacy for our students and university community,” he said to the faculty, students, administrators and local leaders gathered for the presentation.

Al Arguello, Inland Empire Market president for Bank of America, said that financial literacy is a key contributor to the health of the community. He hoped the money would help close the “pervasive gap” in understanding basic finances.



(L to R) Hassan Webb, Christopher Allen, Al J. Arguello, Bank of America; Lawrence Rose, dean, College of Business and Public Administration, California State University, San Bernardino; Michelle Skiljan, co-director, IEWBC, Inland Empire Center for Entrepreneurship, CSUSB; Brian Haynes, vice president, Student Affairs, CSUSB, and Mike Stull, director, IECE, CSUSB

Donations

Edison awarded \$80,000 in support of STEM programs at the university

Union Bank donated \$50,000 in support of the Small Business Development Center, a program of Inland Empire Center of Entrepreneurship (IECE)

Comerica donated \$50,000 in support of the Small Business Development Center, a program of Inland Empire Center of Entrepreneurship (IECE)

Wells Fargo donated \$50,000 to support Women’s Business Center and the Small Business Development Center, programs of the Inland Empire Center of Entrepreneurship (IECE).

Public Administration

MPA Alumni Reception News

The Master of Public Administration cohort of 2009 celebrated a 5-year reunion with the employees of the city of Corona on Aug. 19, 2014, at Rodrigo's Mexican Grill. The event was a combined effort of Cal State San Bernardino and the College of Business and Public Administration. Dean Lawrence C. Rose; Kimberly Alexander, director of development for the College of Business and Public Administration; Ricki McManius, director of development for the College of Education; Evelyn Marquez, development associate; department chair Jonathan Anderson; and Professor Montgomery Van Wart welcomed and socialized with more than 15 city of Corona alumni. With the assistance of the city's retired crime analyst, Karen Alexander, who was also a part of the cohort, the alumni was excited to have the opportunity to reunite with their professors and their former classmates. Professor Van Wart was "pleased, but not surprised, by the number of cohort participants who had been promoted since the beginning of the program." Attendance included employees of various departments of the city of Corona including, but not limited to, the police department, public works and information technology.

Dean Rose and the faculty shared news of the college, provided updates about programs, the MPA Program, and invited the alumni to get involved. Moreover, they provided the alumni with ideas on how to engage other city of Corona employees to join CSUSB. Dean Rose said, "It



Dr. Montgomery Van Wart with the class of 2009 city of Corona cohort.

is important to stay connected with our alumni so we can highlight their successes and in turn show our current students that finishing a degree can make a difference in their careers." All who attended shared their experiences of the college and the MPA program, which added to a great reunion.

FINANCE STUDENTS VISIT CHARLES SCHWAB REGIONAL OFFICE IN PHOENIX, ARIZ.



From left to right: Vanessa Dollenete, Juan Madrigal, Mark Cadman, Dr. Jim Estes, Salvador Andaya, Dung Dinh, Yao Yao, and Joshua Bowens.

Community Impact

Chartering Cyber Pathways for Middle School Girls

Just as the campus was starting to quiet down from finals week and graduation in December, several large yellow school buses pulled up to the flagpole at the entrance to the university and dropped off nearly 300 excited-to-be-out-of-school-for-the-day middle school aged girls onto the front lawn. As they swarmed en masse toward the San Manuel Student Union, Dr. Tony Coulson and approximately 50 volunteers from staff, faculty, sororities, the Girl Scouts, the InfoSec Club, and the Cyber Innovation Center in Bossier City, La., braced for the rush of energy that was about to descend upon them. The girls, all from Title 1 schools in the Inland Empire, were on campus for a one-day program titled “Cyber Pathways for Middle School Girls.”



Claire Jefferson-Glipa, program specialist of the Girl Scouts of San Gorgonio Council, discussing the day's events with a cyber security student Kenneth Johnson

Claire Jefferson-Glipa, business relations manager for the Girl Scouts of San Gorgonio Council, headquartered in Redlands, Calif., came up with the idea. “Our goal with the Girl Scouts is and has always been to create the next generation of female leaders,” she said. After receiving grants from the San Bernardino Valley College Foundation and Time Warner, she contacted Dr. Coulson, director of the College of Business and Public Administration’s Cyber Security Center. He agreed to design

an interactive day that would engage and create interest in STEM disciplines and cyber security. Knea Hawley, director of fund development and alumni engagement for the Girl Scouts, San Gorgonio Council, said, “When we presented the concept to Dr. Coulson, he just took it and ran with it!”

As the project grew, Dr. Coulson knew he would need a lot of help. He called the Cyber Innovation Center (CIC) in Bossier City, La. The CIC is a non-profit organization whose focus is economic and academic development. The CIC’s academic division, the National Integrated Cyber Education Research Center (NICERC), <http://www.nicerc.org/home>, specializes in curriculum and professional development for middle and high school teachers. “After I explained what we wanted to do for the girls, the folks at CIC volunteered to come,” said Dr. Coulson.

“The importance of getting girls interested in STEM fields, and in particular, cyber security, cannot be overstated,” said Dr. Coulson. “I’m counting on many of these girls being cyber security majors here at CSUSB in the not too distant future.”



Middle school girls listen attentively to Dr. Tony Coulson talk about science and cyber security opportunities for women.

To learn more about the Cyber Security Center at Cal State San Bernardino, or to make a contribution to support the summer camp, please contact Dr. Tony Coulson at: tcoulson@csusb.edu, or call 909-537-5768.

CBPA Faculty Publications

*Many faculty members collaborate on articles, books, and book chapters for peer-reviewed publications. Thus, publications with more than one CBPA author are only mentioned once in this listing. All CBPA authors' names are highlighted by their department color.

Accounting:

Mohammad Bazaz, Xiang Liu, and David Senteney

Liu, X. (2014). The effects of ethical restriction and competitive pressure on knowledge sharing. *Journal of Theoretical Accounting Research*, 10(1): 92 – 111.

Liu, X., Saidi, R., and Bazaz, M. (2014). Institutional incentives and earnings quality: The influence of government ownership in China. *Journal of Contemporary Accounting and Economics*, 10(3): 248 – 261.

Dorocak, J. (2015). Why is Obamacare constitutional while DOMA was not? How Libertarian is the Constitution? *Connecticut Public Interest Law Journal*. 14(1): 1 – 27.

Senteney, D.L., Gao G., and Bazaz, M. (2014). Accounting principle choice by ADR firms and auditor's fees. *International Journal of Accounting, Auditing, and Performance Evaluation*, 10(4): 327 – 363.

Senteney, D.L., Gao, G., and Bazaz, M. (2014). Cross market information flows: U.S. listed ADR accounting principles choice and the market reaction to SEC Form 20-F. *Journal of Accounting and Finance*, 14(4): 25 – 51.

Finance:

Francisca Beer, James Estes, Liang Guo, and Taewon Yang

Beer, F., Estes, J., and Deshayes, C. (2014). The performance of the Faith and Ethical Investment Products: A comparison before and after the 2008 meltdown. *Financial Services Review*, 23(2): 151 – 167.

Estes, J., Fudge, M., and Van Wart, M. (2014). Structural drivers and political facilitators of local government

bankruptcy and the troubling case of capital appreciation bonds. *Journal of International and Economics*, 14(3): 35 – 50.

Estes, J., Chen, H., and Jubinski, D. (2014). Our benchmark is better than your benchmark: The municipal bond market. *Journal of Financial Planning*, 27(7): 50 – 59.

Yang, T., Branch, B., and Lee, S. H. (2014). Institutions and Risk Arbitrage. *Pan Pacific Journal of Business Research*, 5(2): 3 – 22.

Information and Decision Sciences:

Jake Zhu and J. Son

Varzandeh, J., Farahbod, K., Zhu, J. (2014). An empirical investigation of supply chain sustainability and risk management. *Journal of Business and Behavioral Sciences*, 22(2): 119 – 125.

Son, J., Alves-Foss, J. (2014). Security/Performance tradeoffs in hybrid real-time scheduling algorithms. *Pan Pacific Journal of Business Research*, 5(1): 2 – 25.

Management:

Breena Coates, Don Drost, Craig Seal

Coates, B.E., Gender Mainstreaming: Leveling the Playing Field in the Global Academic Environment, Chapter for book edited by Michele Paludi, *Women and Management Worldwide: Global Issues and Promising Solution*, Praeger Publishers, Winter 2012.

Seal, C., Miguel, K., Alzamil, A., Naumann, S. E., Royce-Davis, J., Drost, D. (2015). Personal-interpersonal competence assessment: A self-report instrument for student development. *Research in Higher Education Journal*, 27.

Public Administration:

Jonathan Anderson, David Baker, Kimberly Collins, Marc Fudge, Ya Ni, Alexandru Roman, and Montgomery Van Wart.

Anderson, J. F. (2014). An open letter to “dirty hands” theorists from a public manager (or, the pitfalls of divorcing theory from practice.) *Public Integrity*, 16(3): 305 – 315.

Baker, D. L., Fudge, M. K, & Roman, A. V. (2015). *Governmental budgeting workbook: Bridging theory and practice* (3rd ed.) San Diego, CA: Birkdale Publishers, Inc.

Baker, D. L. (2014, October 16). Reform charter for a smarter city. *The Sun*.

Collins, K., and Ley-Garcia, J. (2014). Happiness and marginalization rates for internal Mexican migrants and the native-born population in Baja California, Mexico. *Social Science Journal*, 51(4): 598 – 606.

Mumme, S.P., Collins, K., and Castro, J.L. (2014, Spring). Strengthening Tijuana River Watershed Management. *University of Denver Water Law Review* 17(2): 329 – 357.

Fudge, M. (2014). Enhancing user engagement with elected officials: Contextual predictors influencing the use of social network applications on municipal web sites. *International Journal of Technology Diffusion*, 5(3): 1 – 21.

Manoharan, A., Fudge, M., and Zheng, Y. (2014). Global clusters in municipal e-governance: A longitudinal study. *International Journal of Public Administration*, online: 1 – 16.

Mumme, S. P., and Collins, K. (2014). The La Paz Agreement thirty years on: The politics of environmental cooperation along the U.S.-Mexican border. *Journal of Environment and Development*, 23(2): 1 – 28.

Roman, A. V. (2014). Realizing e-government: Delineating implementation challenges and defining success. In E. Halpin, D. Griffin, C. Rankin, L. Dissanayake, & N. Mahtab (Eds.) *Digital public administration and e-government in developing nations: Policy and practice* (pp. 112 – 137).

Roman, A. V. (2014). Refocusing perspectives on public corruption away from the individual: Insights from the Moldovan social matrix. *Transylvanian Review of Administrative Sciences*, 43€: 216 – 231.

Roman, A.V. (2014). The multi-shade paradox of public corruption: the Moldovan case of dirty hands and collective action. *Crime, Law and Social Change*, 62(1): 65 – 80.

Roman, A. V. (2014). The politics of bounded procurement: Purists, brokers and the politics-procurement dichotomy. *Journal of Public Procurement*, 14(1), 33 – 61.

Van Wart, M. (2014). Contemporary varieties of ethical leadership in organizations. *International Journal of Business Administration*, 5(5): 27 – 45.

Van Wart, M., Baker, D. L., and Ni, Y. (2014). Using a faculty survey to kick-start an ethics curriculum upgrade. *Journal of Business Ethics*, online: 1 – 17.

Xiao, H, Van Wart, M., and Lebrede, N. (2014). “Sustainability Leadership in a Local Government Context: The Administrator’s Role in the Process,” *Public Performance and Management Review*, 37 (March 2014), 3: 362-386.

Marketing:

Jason Ryan

Silvanto, S. and Ryan, J. (2014). “Relocation Branding: A Strategic Framework for Attracting Talent from Abroad” *Journal of Global Mobility*, Vol. 2, No. 1, pp. 102 – 120.

Ryan, J. and Silvanto, Sari (2014). “A Study of the Key Strategic Drivers of the Use of the World Heritage Site Designation as a Destination Brand.” *Journal of Travel and Tourism Marketing*, Vol. 31, No. 3, pp. 327 – 343.

New Faculty

Vincent Nestler, Ph.D.

Vincent Nestler holds a Ph.D. in instructional design and a master's in both network security from Capitol College and M.A.T. from Columbia University. Dr. Nestler is the author of the "Principles of Computer Security, Lab Manual," published by McGraw Hill. He is a network-engineering consultant with more than 20 years of experience in network administration and security. He served as a data communications maintenance officer in the U.S. Marine Corps Reserve. Since 2007, Dr. Nestler has been integral to training CyberCorps students at the National Information Assurance Training and Education Center (NIATEC).



David Senteney, B.S., MAS, Ph.D.

David Senteney holds B.S., MAS, and Ph.D. degrees in accountancy and has specialized in Financial Accounting and Reporting by business entities i.e., FASB and IASB Reporting Standards, SEC Regulation and Securities Markets for over 20 years as an academic accountant. He is a prolific scholarly author on financial statement analysis and equity valuation as well as economic aspects of FASB and IASB financial accounting standards, particularly relating to security market relevance of FASB and IASB financial accounting standards. Dr. Senteney is an active member of a number of professional and academic accounting, financial and statistical associations.



Helena Addae, Ph.D.

Helena Addae earned her Ph.D. from John Molson School of Business at Concordia University, Montreal, Canada, in 2003. Her research interests are in absenteeism from work, organizational commitment, job stress, job satisfaction, and cross-cultural management. She has published in numerous journals and was the recipient of the award for the Outstanding Paper published in Cross Cultural Management in 2014. She serves on the editorial board of International Journal of Cross-cultural Management, and in 2012, was a Fulbright Scholar at the University of Ghana Business School where she taught, mentored junior faculty, and supervised graduate students' theses.



Did you know?

The faculty of the College of Business and Public Administration published in more than 30 academic journals in 2014.

New Staff



Robert LeBaron
CBPA IT Consultant

“One key strength to my position is the ability to interpret information from both computers and people to solve problems and keep problems from happening.

People would be surprised if they knew that I have been to Argentina to dove hunt.”



Kyle Quarles
Academic Advisor, Student Services Center

“One strength benefiting my position is listening—students have a variety of concerns outside of the classroom, as well as positive aspirations for their future, and I’m privileged to hear them all.

People would be surprised if they knew I could talk for hours about comics (preferably Marvel), philosophy (especially Aristotle, Maritain and Pieper), and bike riding.”



Kimberly Arredondo
Administrative Support Coordinator - Student Services Center

“A strength to my position is my customer service skills. I strive to provide students with the highest level of service whether they are the first in the door or the last of the day.

People would be surprised if they knew that I enjoy collecting antiques and vintage clothing.”



Amanda Yates-Gonzlaez
Administrative Support Assistant - Accounting and Finance

“A key strength to my position is my calm demeanor and positive attitude when helping students, no matter what the situation entails.

People would be surprised to know that despite my quiet nature, I actually have a lot to say and am quite talkative ... once you get to know me.”



Joshua O’Handley
Administrative Support – Center of Global Management

“A strength I have in my position is that I have studied abroad before, and because of this I can relate to students when I am promoting the programs.

People would be surprised if they knew: I participated in the yearlong CSU International Program in Uppsala, Sweden.”



Evelyn Marquez
CBPA Development Associate

“A strength to my position is being able to assist with all aspects of donations from corporations, companies, and individuals for the benefit of the students, programs, and employees in the college.

People would be surprised if they knew I have competed in all sports including but not limited to soccer, baseball, cheerleading, gymnastics and basketball.”



Auvénida Peña
Admissions and Outreach Officer - Business Graduate Programs

“One key strength to my position includes my ability to adapt when communicating, which combines traditional and non-traditional methods.

People would be surprised if they knew I have overcome great obstacles including being homeless a total of 4 years of my childhood.”



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