MBA perspectives

WINTER 2006 A PUBLICATION OF THE LOYOLA MARYMOUNT UNIVERSITY MBA ALUMNI ASSOCIATION

Golf Registration Just a Click Away

ANGEL BARRAGAN '01

Last year was my first time playing in LMU MBA Alumni Golf Classic. I'm new to golf, but I had a fabulous time at the event anyway. The best ball format means even a novice like me can have a shot that counts for the team. At the end of the day, I knew I would be back each year, and even volunteered to serve on the Golf Committee.

Register now for the Classic on April 24th so your spots are secure. You can come as a single, bring a friend or three friends and put together your own foursome. Just click on **mba.lmu.edu/alumnievents**.

Many of our players enjoy the event so much they return each year. Scott Wright, from the Math Department at LMU said "I've been playing in the Golf Classic since the first year when it was held at Meadowlark. I love the format and it has always been a great deal of fun. It finally paid off personally for me in a big way last year when I had a hole in one on a par three and won a trip to a golf resort in Puerto Rico."

This year's event (our 11th) will be another great day. We're returning to Coyote Hills in Fullerton and we've even managed to keep the prices the same as last year - a bargain at $195 (includes golf, cart, practice balls, tee gifts, contests, BBQ lunch and awards dinner - and great networking opportunities), $175 for current LMU MBA students. I plan to bring some coworkers and friends this year, and hope you will do the same so that we can have a complete sellout. Remember - aside from the great golf and networking - the event raises money for the LMU MBA Alumni Scholarship Fund. Only a small number of students are now on any kind of tuition reimbursement, due to corporate downsizing and cost cutting measures. These scholarships give LMU the edge in attracting great students to LMU. That enhances the value of my own degree.

We have a number of sponsorship opportunities to fit any budget - beginning at $500. If you can secure a Premiere Sponsorship from your firm (only $1,500) - that comes with 4 golf packages, a sign on a hole, mention in the event program, the next MBA Perspectives and a gift certificate for another foursome. What a deal!

Kelly Sorensen EMBA '03, who is in the mortgage industry, finds being a sponsor really pays off. "In 2000, the opportunity came up to sponsor the souvenir photos and I felt it was the best way to give something to the event and also use it as a marketing tool for my business. Each year I recoup the $1,200 cost several times over in new business."

Remember - registration is just a click away at mba.lmu.edu/alumnievents. Any questions - just call Ann Marie Nuno at 310-338-2848 or email her at anuno@lmu.edu.

LMU | MBA
11th Annual
Alumni Golf Classic
APRIL 24, 2006
Coyote Hills, Fullerton

Panelists at Rev Up Your Startup (l-r): Dr. David Choi, Bryan Freeman '96, Ara Ohanian, Jodi Bagwell '95, Damien Bean '94

Rev Up Your Startup Featured MBA Alumni

ROZ BLISS '00

The MBA Alumni Association's Professional Development Committee brought "Rev Up Your Startup" to the LMU campus on Saturday October 22nd. A motivational entrepreneurial overview moderated by Dr. David Choi, Assistant Professor of Entrepreneurship at Loyola Marymount University, the program featured four diverse visionary professionals who candidly shared lessons learned: the good, the bad and the unexpected of starting your own business.

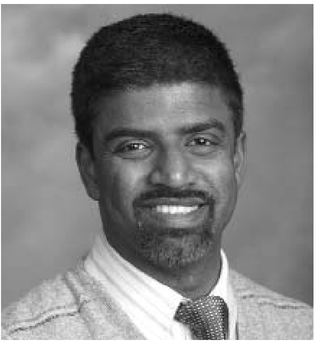
Bryan Freeman '96, President of SnackWorks LLC began his startup by recognizing a need at Loyola Marymount. He foresaw the newest trend in kiosks and launched a firm that sold specialty coffee and bakery products on campus, while still a student. He grew his business to become a national company that sells more than 40 million pretzels annually to large customers including Wal-Mart, Target and AMC Theaters. Based on his own personal experiences, Bryan spoke on recognizing opportunity, brand building and sales. He stressed that buyers must have an emotional connection and that you create it through your brain and with relationships, not spreadsheets. The essential difference between emotion and reason is that emotion leads to action and reason leads to conclusion.

Successful brands build this emotional connection which in turn creates irrational loyalty. Bryan's advice was to forget traditional barriers to entry. Great brands create confidence, give value, deserve trust and achieve total commitment. He stressed that participants remember your brand is you and that you should be perceived by the buying community as the expert and absolute authority on the product category you are selling.

continued on page 6

Mobile Lifestyle: The Future is Now!

DR. KALA C. SEAL



Dr. Kala Seal, Professor of Computer Information Systems

2000 - Wilshire Boulevard, Los Angeles: I debated about going into the parking garage for $8.00, or availing myself of the metered parking on the street that was restricted to about an hour for $1.00. The metered parking won when one car pulled out from a prime spot in front of the building. It was one of those rare moments, and I actually had the coins to feed the meter! I went up to the Swedish Consulate to get my visa feeling rather lucky about the parking. Little did I know that the wait would be way more than an hour, the interview call would be right at the moment when the meter expired and I would be faced with a parking ticket that was, needless to say, way more than $8.00!

2003 - Dublin, Ireland: We were conducting an interview with a mobile commerce company as a part of our CMS project. In the middle of the interview, the cell phone of the person talking to us buzzed. He looked at the phone, excused himself, pressed a few buttons, and closed the phone. "That was the parking meter, reminding me to pay to avoid the ticket", he said. Apparently, in Dublin, a number of street parking meters have the facility to accept payment through a mobile phone and when the meter is about to expire, to send a text message to the phone with an option for additional payment. You can, therefore, replenish the meter remotely irrespective of where you are! I wish I had that when I was at the Swedish Consulate!

2003 - Newbury, United Kingdom, Vodafone Headquarters: The product show was just incredible. Imagine a wristband that serves as a watch, jewelry, and as a small screen that is connected to your mobile phone through a short-range communications service like Bluetooth. The phone has a friend and family locator service so that when, during your overseas trip in a unfamiliar city, you walk into a disco in the evening after spending hours at long meetings during the day, the phone can use its location-based service to see if any of your friends and family are in the same location, and display the information on the wristband. In fact, it can provide you with the precise location of the person within the area! The trip suddenly can start looking very interesting! Science Fiction? Hardly. These are realities of today's and tomorrow's mobile services and mobile commerce or m-commerce. M-commerce, the umbrella definition of all mobile communications and activities, is considered to be the next revolution of communications technology after the Internet and it will free all of us from the tether of time and place. Anytime, anywhere is the main mantra of this technology. The current trend is to push everything to one device, so that your mobile phone is not just a means for voice communications, but a personal trusted device, the key that opens all doors, the source that delivers all entertainment, the wallet that pays for whatever you do!

But My Cell Phone Does Not do that!

In the United States, the vision of a cell phone or mobile device as an integrated lifestyle tool has yet to materialize. Competing and incompatible standards, dominance of high-speed and PC-based communications infrastructure, wide acceptance and use of credit cards, road-based commuting, and incredibly cheap land-line costs, have all contributed to the delay of the unleashing of m-commerce's full potential. However, other markets, especially in South East Asia, are zooming ahead at an incredible speed. Japan is considered a leader in the field, with about 33 million subscribers to NTT DoCoMo's i-mode service alone. South Korea is another powerhouse in this area. It is one of the first countries to offer Digital Media Broadcasting or DMB through a cell phone. DMB will enable the subscribers to download and view television shows, movie clips, and trailers on their cell phone screens. Cell phone manufacturers such as Nokia, Motorola, Samsung and LG are in a constant quest for sleeker and smaller phones with bigger screens. The adoption rate of cell phones in India and China is simply staggering and the demand shows no sign of slowing. The culture, government policies, and costly and often unreliable communications infrastructure have helped the high adoption of mobile phones and subsequent proliferation of mobile commerce services. Japan is now aggressively moving into the mobile payment or m-payment market where the customers can use their phones to pay for everything, be it a retail purchase, parking, the movie tickets, railway pass, or government taxes. Worldwide, phones are now being used as entertainment devices with the downloading and of playing mp3s, movie clips, the sending and receiving of text and multimedia messaging. Newer models of phones and services can now support interactive games between multiple players separated by large distances.

How Do They Do That? Isn't a Phone for Voice Communications Only?

Yes and No. The initial idea of the cell phone was to support voice communications only where they take place over a dedicated circuit connection that gets established when a call is initiated. This is circuit switching and is a very efficient way to conduct voice communications without having unacceptable delays. However, information from computers and web sites is usually delivered in chunks, and thus it is more efficient to break them into smaller pieces and send these using the entire network to achieve maximum efficiency. This kind of service is called packet switching. Furthermore, voice is an analog communication while data is typically digital in nature. The initial infrastructure of cell phones (1st and 2nd generations, or 1G and 2G), did not support digital data service and packet switching very well. The newer infrastructures (2.5G, 3G, 4G, etc.) are all digital, have much more capacity than earlier technologies, and thus, can support both voice and data transmissions without any problem. Thanks to the tremendous development of computing power and electronics, nowadays even voice communications are digitized and sent over the network using packet switching.

The Thief Got My Cell Phone!

Security is indeed a concern in m-commerce and adoption rates in some countries have been slow due to security issues. Wireless signals are easier to eavesdrop on and encryption standards used in wireless communications have been weak in these early days of m-commerce. Security is improving rapidly, but is still not foolproof. Since there is no one standard for communications, often the chunks of information (the data packets), have to be reconfigured for each different standard when they go from one type of system to another. That entails recovering the actual information from the encryption at each gateway where the conversion takes place, which opens the data up for a potential security breach. Many people are also nervous about having all of their services tied to a mobile device, because they are afraid that if they lose the phone, life could come to a grinding halt! A number of carriers provide security measures against lost phones by allowing the users to call their cell phones and disable them by entering a secret PIN. Biometrics authentication have started coming to cell phone markets where a phone can be activated only through unique physical traits, such as fingerprints, retina scan, or a voiceprint of the user. None of these techniques though, guard against the data loss and inconvenience associated with the demise of a mobile device. It is so easy to get used to the contact list on your cell phone and not remember the numbers, and since most of us do not back up our data on the phone.

Those Jargons Give Me a Headache!

The world of m-commerce is filled with acronyms and jargon. One can make a career in collating them and making sense out of them, so I will not even try. I will just list some common ones and provide some brief explanations.

Access Standards.

i-Mode: A proprietary packet based data service developed by NTT DoCoMo for its subscribers.

GSM: Global Systems Mobile, a communications standard for cell phones that is widely used in Europe and Asia.

TDMA: Time Based Multiple Access, which assigns time slots to each call within a frequency range.

CDMA: Code Division Multiple Access, a standard developed by Qualcomm is a way of coding each call with a unique identifier thus allowing multiple calls to go through one bandwidth. This is one of the most efficient methods for mobile communications.

Data Services.

GPRS (General Packet Radio Service) and **EDGE** (Enhanced Data Rates for Global Evolution) are packet-based data services offered over the various access standards.

SMS: Short Messaging Services or text messaging is a way of using the signaling channel of the cellular network (the channel used for setting up and terminating the call, checking for call interruptions, etc.) for sending short text messages. SMS is typically limited to 160 characters on a GSM network and about 256 bytes in a TDMA network.

MMS: Multimedia Messaging Services is a way to send audio and video materials over the cellular networks. Clearly this needs more bandwidth and needs major overhauling of the older communications network. MMS is becoming a reality in today's high-speed digital networks like 3G and 4G.

Bluetooth: A wireless communications standard for very short range. Usually supports up to eight devices through an impromptu networking. However, supports for more devices have been reported though the reliability may go down as more devices join the network.

Show Me The Money!

One question that has remained to be answered and to some extent has plagued the development of m-commerce is the question of payment for services. Most of them other than the voice are value- added services. In other words, these are the ones that are nice to have but that are not essential. Thus, consumers are reluctant to pay for them especially when they have free alternatives (why should one pay a 10 cents premium to get a coke from a vending machine using the cell phone?). The credit card model, where the merchant pays for the luxury of having more customers, seems to be the winning model. However, there is a chicken and egg problem, because merchants are not willing to bear the cost unless there are a significant number of customers ready to adopt the services. Many cell phone carriers want to recover the costs of implementation of services from their customers. In some markets, this can be a winner (for example, mobile payment can really take off in China and India where credit card adoption and use is very low and is limited to high income groups), but in some markets, the consumers will simply not pay for the services unless they are free or subsidized. It is indeed a barrier to the killer application for m-commerce and if any of you reading this article find a solution please let me know. I am still waiting to make my first million.

Bottom line.

The world of m-commerce is fascinating and is growing at a breakneck speed. There are a lot of issues still to be solved, but the progress of technology, collaboration of the companies to create a unifying standard, huge adoption rates of cell phones, and innovative offerings are moving us all in a direction where the vision of "one device" is not too far from the truth. Soon we will be able to go past the turnstile at the concert hall, pay at a POS terminal at a retail store, download money in a foreign country without ever going to an ATM, pay for parking, take pictures of our loved ones and send it to others through a video/photo clip, chat with our friends, get the latest from Eric Clapton through an mp3 download, and catch up on the last episode of Desperate Housewives; all through our "Personal Trusted Device", the mobile phone. The Future is indeed Here!

Connecting Relationships to Your Future

LESLEY GOODKIND
MBA CAREER SERVICES COORDINATOR

Our MBA Program focuses on relationships. We all feel a responsibility to nurture our students and prepare them for the road ahead, all the while maintaining and moving forward relationships with our alumni. I recently attended a lecture sponsored by the Hilton Distinguished Entrepreneur Lecture Series. Several of the attendees had attended regularly; one was singled out by Dr. Fred Kiesner as having attended every event. I noticed that the members of the Entrepreneur program welcomed each other warmly, and equally welcomed those to whom they were being introduced. They focused on getting to know these individuals, on the future, on learning, and knowing the benefit of the organization from which they came.

The relationships we foster have led to a great statistic, and we hope it is just the beginning: Based on a small sampling of 2005 placement information we found that 50% of the known accepted offers were through the MBAUpdate (via alumni referral) or by strict networking with our alumni! With a majority of our students currently working that means those students who are looking for positions or transitioning have had a great deal of luck within our own circle. One of our alumni found a dream position as a result of networking. Others have tried to ease the relocation process for a recent alum who moved across the country.

Lesley Goodkind

Keeping connections strong is vital. We have seen a need for a system that enables our MBA's to find each other and utilize their talents to the fullest extent possible. Due in part to the size of our MBA Program, the staff has been able to provide referrals and introductions fairly easily. While we need to maintain the purity of the information, it is also critically important that students learn to establish those relationships independent of the office, and that alumni be able to foster current relationships and renew former relationships without the interference of the office. Many of you know of the website LinkedIn.com. We have gone live with the LMU MBA Connect group. We have found that LinkedIn.com is proving to be a valuable source for research, networking and job seeking. The goal is to use it as one more information source, but it is only as valuable as the information and degrees of separation it contains. If you're not using it already, we ask that you logon and build your profile. The administration of the group will be handled by my office, and you will need clearance to be a group member (just email us at mbacareers@lmu.edu). I'm told it was an invaluable service to students participating in CMS as it helped secure interviews. We have a few instances of individuals being able to get directly to a hiring manager for a job lead. It's a more passive way to seek opportunities, and can help connect with a virtual stranger for informational interviews and general advice.

I also wanted to thank those of you who have shared some truly heartwarming stories about promotions, life changes, career transitions and (dare I say) interview sagas. We enjoy your updates, and often share the experiences with our students going through similar situations. Don't worry, we never use names! For those of you who recruit for your firms, you may know about the new recruiting system called LionJobs. The undergraduate Career Services Office is utilizing this online system for campus recruiting, postings and tracking. For the future, be aware that the MBA Program is not part of this system. We ask that you continue to post positions applicable to MBA's (even more entry level MBA's) or positions requiring heavier business experience directly with my office. Wishing all of you a terrific 2006 with much success and happiness to you and yours!

Getting to Know… Gina Barro '98

SHEILA TEEVANS '03

Gina Barro '98

2005 was a great year for the MBA Alumni Association, as several outstanding individuals joined the Alumni Board. I had the privilege of interviewing one of these people – Gina Barro – and learned more about her education, career, and what drives her to get involved.

Q. Where did you do your undergrad and what was your major?
I'm from Michigan and attended a small liberal arts school called Alma College in Alma, MI. I received a Bachelor of Arts degree in 1989 with a dual major in international business and Spanish. The highlight of my undergrad education was spending a summer in Madrid, Spain in order to finish my language major.

Q. You currently work for Toyota. Can you describe your career path?
After I graduated from Alma, I really didn't know what I wanted to do. I took a temporary position at Ford Motor Company in downtown Detroit, and at the same time, started my MBA at Wayne State University.

Within my first year at Ford, a co-worker left to join Toyota. I kept in contact with him and later learned that his job at Toyota was going well. He gave me information on a job lead, and the next thing I knew I was flying to Cedar Rapids, Iowa for a job interview. I got the job with Toyota and started in November, 1991. I began my career working for Toyota Financial Services at their first customer service center.

Within a short time my boss asked if I would be interested in working at the corporate headquarters in Torrance, California. I jumped at the chance. I moved to California in 1992 and started a new role in marketing. After that role, I was offered an account management position and relocated to our Baltimore, Maryland field sales office. As with many large corporations, associates get moved around a lot to experience different areas of the company. My district covered western Maryland, Pittsburgh metro and the entire state of West Virginia. I did a lot of driving! I called on all of the Toyota and Lexus dealerships in these areas, selling and servicing the various Toyota financial services products sold by the dealers.

In 1995 I moved back to California and have since switched to another Toyota company - Toyota Motor Sales, USA. Since that time I have held various positions in marketing and communications, training, financial management, operations and strategic planning.

Q. What inspired you to pursue your MBA?
When I started thinking about pursuing an MBA, I was living just outside of Baltimore. It was at this point I felt like I had two choices. I could pursue a role at Toyota's corporate headquarters in California and get my MBA at the same time; or, I could continue my "field rotation" with Toyota and put off my MBA - and any other longer-term commitments - until later.

The rest is history: I decided that getting an MBA was a better investment at the time, and one that would enhance my current skills and broaden my knowledge base and experiences. After moving back to California in 1995, I started at LMU that fall semester.

Q. What about LMU attracted you to our Program?
LMU's great reputation prompted me to add it to my list of schools to research. I was then attracted by the curriculum, size (number of students), location and that it was a private institution.

Q. Do you have any favorite memories from your MBA days?
I really enjoyed my marketing research class. I was working on a project at work that fit in perfectly with what we were studying. I was able to attend class and get my work done at the same time!

Q. The auto industry – and particularly the American Big 3 – has struggled recently, but Toyota seems really strong. Do you have any thoughts about Toyota's success?
A few thoughts immediately come to mind:

- Toyota highly values and respects its associates. The Company repeatedly acknowledges that our dedicated team is the reason why we continue to experience success. What we do together each day makes up the "Toyota DNA."
- Toyota studies and analyzes everything, and has a very long planning horizon. Before products and services are launched, Toyota spends an extensive amount of time analyzing data and studying the successes and failures of other companies.
- Toyota continually looks for ways to improve. Even in the smallest of ways, Toyota encourages "continuous improvement" in what we do every day.

Q. Given your experiences with the auto industry, and Toyota in particular, is this an industry that you would recommend to our current students and alumni?
I recommend pursuing a career in the automotive industry. It is a very exciting place to be. There are many different career paths one can take. I chose a corporate career at the sales and marketing headquarters of a major vehicle manufacturer, but there are so many other options: production, the supplier side (parts, accessories, technology, etc.), dealership operations, financial services, etc.

Q. On the surface, the auto industry would appear to be a male-dominated field. Is that a fallacy?
It is a very male-dominated industry, but I strongly recommend the industry to women. More women are joining the industry than ever before and are playing key roles. In addition, the major automotive manufacturers spend billions each year with Tier 1 suppliers owned by minorities and women.

You recently joined the LMU MBA Alumni Board. Why did you want to get involved with the Board?
During the last year I decided I wanted to focus on expanding my network beyond Toyota, as well as volunteer my time to activities and roles that align with my personal and professional goals. Spending time supporting LMU immediately came to mind. I hope to help increase awareness of LMU's Programs within Toyota, as well as help increase Toyota's recruitment efforts at LMU.

As a Board member, you are very involved with the Professional Development Committee, and helped plan the very successful "Rev-Up Your Start-Up" Seminar last October. What about the Professional Development Committee interested you?
I've spent the last seven years of my Toyota career in the training area, so personal and professional development is very important to me. I strongly believe in lifelong learning, so supporting the development of others and enabling knowledge sharing is something I enjoy spending time on.

Q. Are you involved in any other extracurricular organizations?
I'm a member of the American Marketing Association (AMA) and recently

started volunteering on the programming and communications committees. The Southern California Chapter of the AMA holds at least 12 programs per year to provide members with marketing and sales-related forums and networking opportunities. I'm learning a lot! I'm involved in the AMA because I'm interested in future sales and marketing roles, and this is a good way for me to gain experience and meet professionals already in the field.

Q. Tell us a little about your personal life…
My husband Steve and I have been married for 6 1/2 years. I have two wonderful step-sons, David, 21 and Jeff, 17. My husband and I met at Toyota, so needless to say, many of our activities revolve around work functions or hanging out with friends that also work at Toyota.

Steve and I both just started playing golf. We love it, but are finding it hard to make the time to play! Aside from golf, I enjoy other outdoor activities such as hiking, running and walking. I try to stay active as much as possible. We also like to travel, and spent a week on the Caribbean island of St. Martin earlier this month. My family from Michigan joined us there. We really enjoyed seeing them since we didn't visit during the holidays.

MBA Alumni Association Sponsoring Symposium on Work-Life Balance

HAL HUFFER '86

"The 30-Hour Day: How to Achieve What Seems Impossible" is the title of the professional development symposium taking place in Hilton 100 on Saturday, March 25, 2006, from 8:30AM to 12 noon. The event is being organized by the MBA Alumni Association's Professional Development Committee. The Committee members planning this event are: **Gina Barro '98**, **Roz Bliss '00**, **Beth Green '02**, **Lee Ettinger '04**, **Jack O'Dell '86**, and Committee Chair **Hal Huffer '92**.

The purpose of this event is to provide practical insight about developing time management skills and maintaining a healthy balance between career choices and family and other personal responsibilities.

The high-level session is the fourth in the Professional Development Committee's panel discussions aimed at helping MBA alumni and currently enrolled MBA candidates plan their careers. The moderator will lead a panel discussion that will focus on topics such as juggling work and family priorities, making work/life choices that make sense, reentering the workforce after a personal leave, self-improvement and volunteer activities. The planners subtitled the program "Juggling 101" and hope the panel discussions will give the audience ideas on how to make time to "love, live and laugh" amidst all the pressures in a professional career.

The fee to attend is $25 for alumni and guests and $10 for currently enrolled LMU MBA students. Continental breakfast is included. If you would like to attend but are experiencing financial difficulties - just email Dr. Katz at rkatz@lmu.edu. To register, just click on mba.lmu.edu/alumnievents.

What Do You Say To A Bear Man?

ROZ BLISS '00

Bear Man! To many, LMU MBA Alumni Dan Cooke is just a 2004 grad, yet others know him as the current Director of the LMU Systems Administration Group in Information Technology. A lesser known fact about Dan is that he was, for a while, the man behind the bear – the UCLA Mascot! One may wonder, how does someone become a school mascot?

Dan Cooke '04

Dan is a self described sports fanatic. He went to Loyola High School and then on to UCLA for his undergrad degree. At UCLA, Dan began going to sporting events and not just football or basketball. Dan went to soccer, swimming, water polo and practically any sport he could think of, going as far as to sleep out overnight before a big game to guarantee best seats for the next day's event.

The front row became Dan's seat! He made friends with other fans and got to know the cheerleaders, dance team and mascots. It was one big extended family so it was a natural transition to move into the role of Bruin's mascot. Dan describes the costume as one big giant fur suit than starts out weighing about 10 pounds and then gets heavier as the event goes on. It is extremely hot and by the end of the day, or evening, one can really feel the effects of dehydration.

So, how did the Bruin mascot become LMU's biggest cheerleader? Dan is a first generation native of Los Angeles; both his parents emigrated here from Haiti. Education is highly valued in his family so when he was offered a position in IT at LMU in 2000, with the option of obtaining his MBA, he was thrilled. The rest is history. Dan graduated with his MBA in 2004 and is still with LMU.

Just ask Dan why he loves LMU and he will passionately tell you that it encourages learning, educates the whole person, and promotes service of faith, justice and ethics. He laughs and feels his thoughts are right from the Loyola Marymount University mission statement – and they agree! At present Dan is "filling up" his IT resume and thinking about the option of another advanced degree. He spends his free time playing golf, saying there are few things in life that are more fun. No wonder Dan is deeply involved with the planning and implementation of the annual LMU MBA Golf Classic! The MBA Alumni Board of Directors salutes Dan for his hard work and dedication to LMU.

donations!

To donate to the LMU MBA Program, click on http://webcommunity.lmu.edu/makeagift.aspx and specify MBA Program in the Designation drop-down box. Thank you to all our donors!

He went on to say that you should not share your vulnerabilities in an attempt to build a relationship, do not oversell and always exceed expectation. He added his keys to success were to keep your "elevator story"* ready at all times, do not be afraid to ask for the relationship and work to compress the sale cycle.

Ara Ohanian is the Founder and CEO of Vuepoint, a global software publisher used by more than a million corporate professionals in 20 languages. As a recognized expert on leveraging knowledge technology for competitive advantage, he shared his lessons learned and colorful history of his initial startup experience.

Ara's experiences suggest that personal ownership and cultivating good talent are the key elements in the success of a startup. He went on to add that you should "under promise and overachieve," and always plan for the worst case scenario. Of equal importance was that beginning entrepreneurs should examine their business plan, double the estimates, both cost and time, then sit back and double it once again. He further cautioned to be selective with whose money you accept and to never sell your soul to the devil!

Damien Bean '94, co-founder of Career Currency LLC is another successful LMU MBA alumnus. His focus was on picking the best people to build a great team. He stressed that one can learn the right skills but must be emotionally ready for setbacks and inherent uncertainty. Building a startup team is all about attitude. He equates a startup to a successful marriage that is founded on complete trust. You need partners who wake up in the morning and go to bed at night thinking "WE."

Keeping with his marriage analogy, Damien advised to work out early in the relationship who does the shopping and who cleans the bathroom. Assign responsibility based on skill and interest and then get on with things. Components of your strategy will change but the team cannot second guess everyone else. Success cannot be inwardly focused and time is the key. Outsource everything you can to leverage staff and relationships. Managing your stress, your risk factors and choosing your staff wisely were key concepts.

Jodi Bagwell '95, CFO for Bagwell Construction, earned her MBA at Loyola Marymount. Her focus was on the "do's and don'ts" of a startup with emphasis on how to plan and prepare. "Do everything you that your MBA taught you to do - plan, plan, plan. Use logic and then regroup because everything that you planned for flies right out the window!"

Jodi, began her business in partnership with her husband. Initially they planned for a commercial construction company, however, their first clients were in the residential market, building lofts for neighbors in their subdivision. Recently, Jodi was contacted by the producers of "Extreme Makeover: Home Edition" and featured on three episodes of the show. Her experience shows that ultimately, clients will determine the direction your firm will take and that opportunity is everywhere. She advises to keep your eyes and ears open at all times and do not ever be afraid to hear the word "no." Always ask yourself what is the worst that could happen? In life, align yourself with friends who want the same things you do and to never underestimate the power of a business card since networking is everything. But try to avoid hiring friends and family into the business. It can be very messy if they have to be let go.

The program was well attended and the panelists were generous with their time and experience during the question and answer period following the presentation. The LMU MBA Professional Development Committee hosts two events a year, fall and spring. If you have suggestions for upcoming topics or would like to become a part of this committee, please contact the MBA Office at mbapc@lmu.edu.

***The Elevator Story** - You've just stepped into an elevator with a venture capitalist who has previously refused to return your phone calls. You've pushed the button for floor three; he is getting off at the second floor. You have the length of time it takes to travel one floor in an elevator to sell your idea. This is your elevator story.

Around the World

SCOTT COVEY '01

After three years as the Director of Internal Audit for the 99 Cents Only Stores, I resigned to take on a new position – that of around-the-world traveler. My fiancée, Amy, also left her job as an Account Executive at Yahoo! On January 11, 2006 we started our 18-month trip around the world. We began planning this adventure a year ago, and have an itinerary that will take us to Australia, Southeast Asia, Asia, Europe, Africa, South America, and Central America, finally finishing with a two-month road trip through North America.

We plan to do more than just sightsee and visit tourist traps in the next 18 months. Part of our travel planning has included establishing contacts with various officials in government, business and educational fields. Through these contacts, we hope to not only deepen the travel experience, but also look for career and/or business opportunities abroad.

We will keep you posted on the adventure.

Scott Covey '01 and his fiancee Amy at the Pancake Rocks in New Zealand.

alumni profile

Ross Miller '02: Nevada's Next Secretary of State

JOHN L. MENDEZ '05

Ross Miller '02 was born and raised in sunny and warm Las Vegas, Nevada, and is the son of two second-generation Nevadans. As a proud Nevada native, Ross observed his father's long-term efforts as Nevada's Governor from 1989-1999 to effectively combat the Federal Government's proposed Nuclear Waste Repository at Yucca Mountain. This first-hand experience emboldened Ross to go out in the world and make a positive difference in business and law. Ross presently serves as a Deputy District Attorney in Clark County, Nevada (Las Vegas).

He has successfully obtained hundreds of felony convictions throughout his career. These include, among others, First-Degree Murder, Sexual Assault of a Minor, and First-Degree Kidnapping. Ross is a former White House Intern in the Clinton Administration, where he served under then Cabinet Liaison Thurgood Marshall, Jr., the son of the late Supreme Court Justice. As a White House Intern, he worked on several major environmental issues including the Kyoto Protocol on Climate Change. Ross' time in Washington, D.C. was highly productive and well spent.

After working in our nation's capital, Ross graduated from Stanford University in 1999 and went on to obtain both a JD and an MBA from Loyola Marymount University in only three years. Ross and his wife, Lesley, met when both were students at Loyola Law School. Lesley is an associate attorney at Mainor Eglet Cottle, a law firm based in Las Vegas. Ross was just elected to serve as President of Citizen Alert's Board of Directors.

Q. What was it about LMU's JD/MBA Program that attracted you?
As the son of a two-term Governor, I grew up talking about issues in government around the dinner table and knew that I eventually wanted to serve in government. As a result, I sought out the dual-degree program, which offered the perfect balance to suit my professional interests. The MBA gave me a solid understanding of the needs and requirements of businesses and obtaining the degree at LMU allowed me to study amongst an intelligent and highly accomplished student body.

Q. Would you advise someone considering earning an MBA to go long in education?
Higher education undeniably provides a solid foundation for professional and personal growth. The MBA degree gave me a deep understanding of the needs of small businesses and the importance of a business-friendly environment, knowledge I hope to use as Nevada's Secretary of State.

Q. You are running for Secretary of State in Nevada. How is Nevada's business climate?
Nevada is consistently ranked as one of the most favorable business climates in the country. Businesses continue to relocate to Nevada to take advantage of the favorable tax structure and comparatively low cost of doing business. As Secretary of State, I'll work to create an even friendlier business environment. One of my priorities is the creation of "one-stop shopping" for business transactions with State government through the Secretary of State's office by promoting greater integration of government services and regulations. In order to stay at the forefront as a pro-business community, Nevada will need to find these types of new and innovative ways to reduce government waste, promote responsive government, and increase efficiency in government. As an MBA, I understand the needs of businesses and will work hard toward finding these solutions.

Ross Miller at home with his wife Lesley.

Q. New Nevada business entity filings saw a jump of 23.66%. Is this pace sustainable?
Businesses are relocating to Nevada at a rapid pace, in part due to the business-friendly fees and regulations in Nevada. For that reason, I see no reason why Nevada's tremendous growth rate cannot continue. However, to continue to attract new businesses, we need to find innovative ways to further reduce taxes and fees and increase efficiency. Since anyone who does business in Nevada does business with the Secretary of State, I view the office as pivotal to Nevada's economic health and will work to establish our state as the most pro-business state in the union.

Q. What is the best advice for individual investors avoiding investment fraud?
As a criminal prosecutor, I listen to victim after victim of fraud tell me about how their trust was unknowingly betrayed and see daily the traumatic impact that fraud victims endure. Unfortunately, it is becoming increasingly difficult for the public to protect itself against investment schemes, securities fraud and identity theft. When evaluating potential investments, it is important to work with a respected broker or investment advisor and get written information and literature in order to thoroughly investigate the legitimacy of your investment. As Secretary of State, I'll work to educate the public about how to protect themselves from these fraudulent schemes and provide tough enforcement against those who prey upon unknowing victims.

opportunity knocks!

The Communications Committee and Special Events Committee of the MBA Alumni Board are looking for new volunteers. The time commitment is relatively light - and you can even participate electronically. This is a great way to network, have fun ... and give back. Just email mbapc@lmu.edu for more information.

faculty profile

Robert Winsor, Ph.D.

JOHN L. MENDEZ '05

Dr. Robert Winsor, professor of Marketing and Business Law, earned his Ph.D. from the University of Southern California and is the author of over a hundred scholarly articles. Recognized five times by students at LMU as an outstanding teacher, he also has significant experience in the domestic wholesale and retail industries which he acquired running his own retail store here in Los Angeles and consulting for a number of international consumer-products businesses such as Epson, Nestle and Chevron.

Dr. Robert Winsor

Q. What is it about LMU's MBA Program that is attractive to you as a professor?

Well, I really like and respect LMU students. With few exceptions, LMU MBA students are highly motivated and bright, as well as honest. I have a tremendous amount of respect for MBA students that work during the day and then attend classes at night. That requires hard work and commitment. More than anything else, I value a strong work ethic among both my students and my friends. At the same time, I understand that it is not realistic to expect my class to be the top priority for my students 100% of the time.

Q. What are your teaching "secrets"?

Actually, I only recently began to get good teaching evaluations (and teaching awards) in my MBA classes. MBA students are more challenging than undergraduates because their time is far more valuable. Whereas undergraduate students are often just trying to enjoy their four years at LMU and perhaps obtain good grades, graduate students are "on their own clock" so to speak, and are seeking tools of value in the classroom. Thus, where undergraduates ask "is this material going to be on the exam," MBA students want to know "is this concept going to help me gain leverage in the workplace?" Thus, it is really all about the "time value of knowledge." This is what I had to learn before I could become an effective MBA teacher.

The one thing that helped me the most in teaching MBA students is my own experience as a student. I finished my undergraduate program (at Claremont McKenna College) in only two years. The tuition there was quite expensive, and my parents were middle-income - thus excluding me from financial aid. I finished in two years because at the time, they charged a one-price flat fee for full-time tuition per semester, and I reasoned that by doubling up on classes, I could get the education and diploma for half price. In essence, I "gamed" the system at my college and turned it to my advantage. Finishing college in two years sounds rather stupid, and looking back, may have been (I missed a lot of good experiences). But my point is that as a student I was always looking to maximize my educational value per unit of time and money expended. MBA students, far more than any others, understand this.

In my humble opinion, the best way to gain the respect of MBA students is for the professor to respect students' time. Students don't (and shouldn't) respect teachers for their academic or personal accomplishments, but rather for their "net present value" ability to convey useful knowledge in the classroom. I don't go into class the first day and talk about my accomplishments. That shouldn't be important. My overall goal now as a teacher is to not waste my students' time. I know that sounds absurdly obvious, but it really isn't to most teachers. Instructors don't deliberately waste students' time, of course. It's just that as professors, we have spent years learning the nuances of our fields, and we are fascinated by all the intricacies our topics. We have trouble differentiating the theoretical value from the practical value of a subject. MBA students aren't intrigued by the elegance of a theory or the subtleties of a concept. They want tools that can be used to improve decision-making or to effect change—either immediately or in the future. So, what every new teacher needs to do is to mentally walk away from the podium and into the back of the classroom, and view/listen-to the lecture or discussion from the perspective of the students' needs. In other words, each topic, each issue, needs to be "tested" against the career needs of the students. I haven't quite perfected this myself yet, but I continuously work very hard on this goal. In a nutshell, I try to treat all of my students as if they were my customers. Put another way, good teaching is like good marketing in that you have to look at things from the perspective of your audience/market.

Q. Would you advise someone considering earning an MBA to "go long" in education?

I have an "all-or-nothing" mentality towards just about everything. I think I was either destined to get an advanced degree, or not go to college at all. In fact, I didn't start college until three years after I graduated from high school. I wanted to be an entrepreneur, and I didn't see the point of formal education. Fortunately, I eventually decided to go to college. However, I realized before I graduated from college that a bachelor's degree was not going to get me the career that I really wanted. I think that sometimes Rachelle Katz probably gets fed up with me because I am constantly urging our undergraduates to get an MBA degree. The problem is that when too many of these undergraduates go straight into the graduate program without first working, they change the flavor of the MBA program in ways that some people find less than ideal. For an individual student, however, I am a strong believer in education—the more the better.

Q. What is it about marketing that makes it an interesting discipline for you?

I honestly love business. I love the entire concept of capitalism. My favorite thing as a child was to go with my mom to the supermarket. Some kids love the sound of fire engine sirens or train whistles. I loved the "ca-ching" of the cash register (yes kids, they actually used to sound like that). I am completely fascinated by all aspects of business, and see the value of all business disciplines. I guess I am just a frustrated entrepreneur at heart (see above).

Nonetheless, I think marketing is the most interesting area in business because it seems more visceral, and at the same time, more essential. Of course, good marketing is premised upon careful research and quantitative analysis. But ultimately it requires an understanding of people. This human aspect creates numerous complexities and uncertainties in the practice of marketing, and these fascinate me. Management, as a discipline, also concerns people, of course. In fact, I almost chose to get a Ph.D. in management. But management seems more sterile and also more inconclusive in both theory and practice to me. I've worked enough jobs to know that there are a LOT of really terrible managers out there. It's likely that all MBA alumni have experienced them at some point. In fact, it sometimes seems to me that bad bosses outnumber good ones. For some reasons their inadequacies go unnoticed or un-censured. The market, however, is a lot less tolerant of fools than are corporate bureaucracies. What I mean by that is that executives that make bad marketing decisions typically are quickly "outed" by the powerful hammer of consumer response, and thus have much shorter corporate "life expectancies" than do executives that are ineffective at motivating and retaining employees.

Related to this, I sometimes wonder if educational programs are at all effective at making people better managers. (I hope I don't offend my colleagues in the management area with this.) I think the basic dilemma is that as an educator in the management area, you are trying to change and mold individual personalities and temperaments—in order to make people better managers. You are trying to get individuals first to introspectively understand themselves and then to directly interact with others in new (and perhaps uncomfortable) ways. That kind of change is extremely tough to accomplish. As an educator in marketing, I am only trying to get people to acquire insights and understanding regarding others (customers)—I don't need or expect our students to undergo character transformations regarding personality or interpersonal behaviors (although that sometimes might be nice). Thus, marketing is, to me, both more interesting and more actionable than some of the other business fields.

Q. In the context of relationship marketing (to consumers), is 'promotion' the answer?
I don't think so. Promotion used to be the primary focus of consumer-goods marketing. I think this is changing for a number of reasons. Technology is allowing more precise targeting of consumers, but more importantly, is contributing vast improvements in value to consumers. This pressure of technology, combined with the even greater pressure of globalization, is driving many products to commodity status. Consider flat-panel televisions as an example.

Promotion used to be thought of as one of the most powerful marketing tools, but the most notable business successes of the past two decades are typically not the result of promotional triumphs. Wal-Mart, Dell, Southwest Airlines, and Amazon have scored amazing successes largely though distribution and operational efficiencies. The same is true for "relationship marketing" as an entire principle of strategy. Relationship marketing is founded upon the notion of "lifetime value of the customer." Yet this value can only come from repeat purchases over many years. Although promotion is an effective tool for customer acquisition; quality, service, and price are far more effective tools for customer retention. Thus, you don't maintain a relationship by promotion and advertising, but only through efficiently providing superior customer value. Customers are smart enough today to know the difference between being hustled and being served. Unfortunately, many companies still don't get this. Think of the last time you were disappointed in a product or service. These companies spend huge amounts of money trying to promote their way into "coolness," but they fail to deliver on product and service promises. They just don't get it, and initial profits from curious consumers contribute to the self-delusion that they are providing real value.

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"The 30-Hour Day:
How to Achieve What Seems Impossible"

8:30AM-noon
Register at mba.lmu.edu/alumnievents

Adjustable-Rate Mortgages in a Rising-Rate Environment? Why an ARM May Be Right for You.

JACK HALLE '00

With interest rates on the rise, buying or refinancing a home using an adjustable-rate mortgage (ARM), seems counterintuitive. After all, the very nature of an ARM is that the rate adjusts at regularly scheduled intervals. Simply put, as interest rates rise, so does the interest rate on the loan.

So why are so many people choosing ARMs over traditional fixed-rate mortgages, even as the outlook for increasing rates is fairly certain? The most compelling reason is that ARMs offer lower rates than fixed-rate mortgages. If you're in the market for a mortgage, you can see obvious value in saving a couple of percentage points. After all, the lower rate translates to lower monthly payments - and more money in your pocket. But if you choose a typical one-year ARM, that benefit can be short-lived if interest rates rise.

That's why the most popular ARMs are really a hybrid of traditional and adjustable-rate mortgages. These fixed- to-adjustable rate loans offer a set rate for a certain amount of time – say three to seven years – with annual adjustments beginning after that. The initial rate is usually one to one-and-a-half percentage points lower than what's offered for a 30-year fixed mortgage, so for certain homebuyers these loans are a way to afford the home they want and have lower payments.

Among those who may want to consider an ARM are borrowers who don't plan to live in their homes for more than a few years. Since the average length of time Americans stay in their homes is now less than 10 years, you may very likely be part of this category. By targeting your loan to the length of time you expect to own your home, you can take advantage of low rates now with relative confidence that you'll be ready to move on before the adjustment period begins.

In addition, ARMs are often attractive to younger homebuyers who want more house now, but need to keep their payments low to match their current income. They may plan to stay in the home for quite a while, but have confidence that their future earning potential will enable them to handle the possibility of a significant payment increase after the initial set-rate period ends.

However, these loans aren't for everyone. If you're buying your dream home and don't foresee moving for many years, a traditional loan may be the better way to go. By locking in today's rate, you know what you'll pay over the lifetime of the loan; with an adjustable rate, there's no way to be sure what your mortgage may cost you in the future. And, although you could refinance if your payments climb, doing so at a significantly higher rate is a very real possibility since rates are currently near historic lows.

For most, buying a home is the single largest investment you'll make in your lifetime. Consequently, your mortgage is a significant part of your overall financial picture and should be chosen carefully, as additional risks may apply with an adjustable-rate mortgage.

Another work day for LT. Craig O'Brien '03 - in front of his "office."

Reflections on Hurricane Katrina Life Saver

LT. CRAIG O'BRIEN, USCG, LMU MBA '03

It was 10PM on August 27th when my wife and I said our prayers in the living room of our house. We did not pray for material possessions but for the city and people of our New Orleans. We said a teary good bye to our house and hit the road for our evacuation to Lake Charles. Little did we know those first tears were the start of the incredible physical and emotional roller coaster called Hurricane Katrina.

My wife and I had developed our worse case scenario evacuation plan two years ago upon our arrival in New Orleans but hoped never to have to implement it. Minus the tears and stress the plan was flawless. My wife was en route to our parents' homes in the northeast and I was going back to New Orleans.

Our house sustained major first floor flooding damage due to the six foot floodwaters in our neighborhood and my crew rescued an elderly woman one block from our house. To see our neighborhood amidst the flood ravaged part of the city was extremely difficult to process but the critical mission of evacuating the city lay before the men and women of Air Station New Orleans.

Reporters and fellow Coasties asked how we did it. We stated the obvious. "We are trained to do it. We compartmentalize the mission." But as I look back, I truly do not know how we did it. With noteworthy faith and morale strength the crew of Air Station New Orleans helped save a city despite our own displaced families and significant personal losses. Regardless of our own displacement, we knew that most of the people of New Orleans had lost their lives, homes, and livelihoods as a result of Katrina. And we wished that we could do more for them as we set about rebuilding this city, one house and one business at a time.

It was the third day, I think, that was the hardest. We were still short staffed and after flying all night I found myself helping on the desk (a duty position that manages airborne aircraft and the operations associated with the Unit, including the flight schedule and coordinating aviation rescue efforts. During Katrina it truly was a "hot seat" position). We'd lost the generator and the weather was extremely hot and humid. A light rain started to fall but not enough to break the humidity, which made the floor wet and our skin as moist as the air surrounding us. With little or no clean clothes we adapted and flew, flew, flew, and then flew some more. The SAR cases continued and we never stopped evacuating the city.

We delivered survivors to Cloverleaf and Lakefront and received fuel, food, and water at Zephyr Field for the Super Dome and University of New Orleans. These landing zones will remain forever etched in my memory. We landed on roads strewn with debris and pulled to 102.9% main gearbox torque on more than one occasion. We hoisted amongst power lines and landed in schoolyards. We balanced aircraft load with power. We risked an over-torque (a pilot induced situation when too much power is used and it overstresses the helicopter's transmission box. It occurs if the aircraft is too heavy or the pilot places it in a demanding flight regimen) to keep a family together. Buildings collapsed and the floodwaters were on fire. A flooded refinery released hydrogen sulfide over the city. Still we flew.

So many vivid scenes still play back in my mind. The man in the church waiting for floodwaters to recede and our vertical delivery to the window amongst the power lines for his rescue; the family of four whose blind son bravely endured the hoist basket alone; the tough young kids who protected their siblings and elders with their dogs. These were the few of the many, the survivors of Hurricane Katrina.

***Editors Note:** Craig O'Brien a Lieutenant in the United States Coast Guard was commissioned after earning his undergraduate degree at the U.S. Coast Guard Academy. Craig graduated from LMU with his MBA in 2003. During the time he describes in his article, he was an aircraft commander for non-stop helicopter rescue operations that directly resulted in saving 140 people. He and his crew also delivered food and water throughout the city saving thousands more from dehydration/starvation. As an HH-65 Instructor Pilot who is intimately familiar with the City of New Orleans he was tasked with flying at night. The nighttime operation made the rescues even more difficult as the city had no power and he relied on our night vision goggles to keep his copter clear from unlit towers, power lines, and trees.

Disaster Preparedness… It's More Than Just Extra Food and Water

SHEILA TEEVANS '03

I grew up in Southern California, so I learned the importance of an "earthquake kit" at an early age. For years, I have kept extra gallons of water, canned goods and a first aid kit readily accessible - just in case the Big One hits.

While watching the extensive news coverage of Hurricane Katrina and its aftermath, I came to the realization that being prepared for a disaster must involve more than just extra food and water. I was quickly motivated to overhaul my disaster plans, so I read the many newspaper articles and listened to the countless reports on what we should all be doing. However, I soon realized that many of the so-called experts' suggestions were overwhelming, if not unrealistic. After all, how many of us have room to store three gallons of water per person per day at home, let alone in our offices and our cars?

Like so many others, my good intentions fell by the wayside as the hurricane disaster faded from the daily news. But the need still remained, so I began doing a little more research. I narrowed down what I felt to be the most important steps to being prepared.

1. Be informed. This is easy, since there are some great resources available. The Red Cross website www.redcross.org has information on how to plan for disasters that would most likely strike your area. Your federal and state representatives probably have such information on their websites as well. For example, Linda Sanchez is my local congresswoman and she has information about preparing for earthquakes and other disasters that could hit California. Her website is www.lindasanchez.house.gov.

2. Be aware of the disaster plan at your workplace, your children's school and other places your family spends time. Learn about your community's response plans and designated emergency shelters. You may also want to coordinate with your neighbors when possible to avoid duplicating efforts, and ensure that your personal and neighborhood plans fill-in where the community's may leave off.

3. Create your own plan.

- Discuss the types of disasters most likely to happen and plan what you and your family will do in each case.
- Decide on an evacuation meeting place. Pick two places: right outside your home in case of a sudden emergency like a fire; and outside your neighborhood in case you can't return home.
- Develop a communications plan. During disasters, it is often easier to call long distance, so have a contact that lives out of your area that will keep track of your family members as they call. Since phone lines generally overload during disasters, it may be easier to send text messages. A simple "I'm OK" will reassure family members who are desperate for information. Learn to use this feature on your cell phone if you don't already know how.
- Plan for those with disabilities and other special needs.
- Plan for your pets. Make sure your pet has an ID collar, including the phone number of your out-of-area contact.

4. Assemble a Disaster Supplies Kit

- Get a kit of emergency supplies that will allow you and your family to survive for at least 7 days. Include items like water, food, a battery powered radio (and the batteries), a flashlight and first aid supplies. Be sure to rotate fresh water, food and batteries into the kit on a regular basis. Spoiled food or dead batteries is the last thing you'll want to deal with in the aftermath of a disaster.
- Include special needs items like prescription medications and eye glasses or contacts and contact lens solution. Don't forget to include special needs for infants and children - for example, extra diapers, formula and a few toys to keep children entertained. You'll want to include food for your pets as well.
- Have access to important documents, such as banking, investment and mortgage records, birth and marriage certificates, your resume and degree information. Include photocopies of identification and credit cards. Keep copies in a water/fireproof container or scan copies onto a cd-rom and keep the cd in a water/fireproof container. If your out-of-area contact is a trusted family member or friend, consider giving him/her this information too.

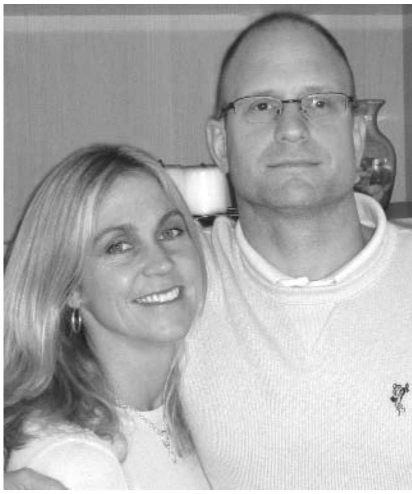
I must admit that I have not done everything on this list, but I do feel more prepared just having considered potential scenarios. This is one plan that I (like everyone else) hope I never need to put into action.

EMBA Spouse/Partner Support Program

KRISTINE BREESE

Recognizing that it takes a village to get an EMBA – or at least supportive friends and family – LMU has launched a new Spouse/Partner Support Program for the significant others of its current students. Kicked off at the "boot camp" for first-year (Class 6) students, the program aims to help students balance the demands that school places their ongoing family and personal responsibilities. This is an especially relevant issue for EMBA students, all of whom are working full-time and many of whom also have families and children.

"One of the things that makes the EMBA program so rich is that the students come to it with so much life experience, both personal and professional," said Dr. William Lindsey, Assistant Dean and Director of the Center for Executive Learning. "That's also what makes it so challenging. These students have to fit their studies into a life that is already packed full."


Justus Breese EMBA '04 and his wife Kristine.

The program will provide social, networking and educational opportunities for students and their spouses, fiancées, boyfriends, girlfriends, and "whoever is in their support network," said Lindsey. Preliminary results from a survey administered during this summer's boot camp suggest that students and their significant others are eager to take advantage of such a program.

"Most couples are used to balancing work and personal commitments, but when you throw school in the mix, that's a whole new ball of wax," said Regina Googooian, whose husband, Bob, is mid-way through the two-year program. "The existence of this program acknowledges that this is hard, and that alone is appreciated. I can't wait to see how it develops and how the current and alumni spouses can help and learn from each other."

In addition to offering informal support via phone and email for spouse/partners, a very successful kick-off event was held on December 3, prior to the school's annual Holiday Luncheon, which was attended by both current and former students and their families. "We had great speakers, and even childcare for those that needed it, to make sure that the event was both dynamic and well-attended," said Kristine Breese, wife of EMBA alumnus, **Justus Breese '04** and coordinator of the program under Dr. Lindsey's direction. "Just getting these people in the room together where they can share stories and commiserate a bit was very exciting. The best person to talk to is someone who knows exactly what you're going through."

MBA Cachet and My Career Odyessy

LEE ETTINGER '03

It was easy. I just called a friend, a friend called me, I posted my resume and in two weeks had three offers to choose from, a head hunter called me with a great offer…

Actually, I never experienced any of these scenarios. I had heard of them, and many more, in response to my questioning of others as to how they had arrived at their positions. Throughout my job search odyssey, I would always ask those who had granted me an informational interview how they had been introduced to their current position. In my memory – every one of them had experienced a favorable serendipity that had made the whole process effortless. It just seemed so easy for everyone else but me to land that dream job. Darn.

And it's not like I had not been trying. OK, let me actually put things in perspective. I went straight from high school into the United States Marine Corps. After four years in the service, I returned to Los Angeles and pursued my undergraduate degree.

After finishing my undergraduate degree in business, I accepted a position in the JET program working for the Japanese Ministry of Education teaching English in Japan. This posting was a three year maximum engagement. After my second year in the program I started looking for my next job. Actually, I was looking for a career. I knew the importance of getting a position with a big brand name company, and that is what I had my sites set on.

I was keen on staying in Japan, so in 1996 I started looking at big companies established there – mostly in Tokyo. Even though I had a year left on my contract, I figured it was a good idea to get an early start. I started sending out resumes. I kept on sending out resumes. And kept on sending out resumes. I got close a couple of times, but was never made a firm offer.

So, that big job with a world class company did not materialize while I was in Japan. Due to family circumstances, I had returned to Los Angles in 1998, taking a job with a small career consulting company as soon as I returned to America. Even though the position I held was comfortable, it was not the world class well known brand name company I knew was my destiny to join.

I still had desires of being hired by a Toyota, Sony, Mattel or some other household name company. I continued to aggressively seek out big box opportunities. My wife and family watched every day as I tracked job openings in several different media - online, newspapers networking events – all to no avail. I must have sent out hundreds if not thousands of job inquiries. I networked with professional organizations, friends, acquaintances, past collegiate associates, professional recruiters, I scanned every Sunday help wanted section of every local newspaper.

Nothing.

I had a life altering personal and professional epiphany in 1999 when I saw a job posted at a recruiter web site that looked perfect for me. I actually had a relationship with this individual and told her of my desire for the position.

She submitted my name but then I did not her back from her for some time. When she finally did get back to me, it was with some very sobering news. She said that even though my background fit the job requirements perfectly, this particular company was looking for someone with a more professionally creditable background. They wanted experience with a well know company – like an Amazon or Sony. She told me that even though I had performed the exact things they were looking for, I had done it for companies that no one had ever heard of and as such, lacked the standing that this, and frankly almost all other big box companies, were looking for.

I realized that day that this lack of professional creditability had been my problem all along. I was going for the A league type of jobs with a B league background. I was competing with professionals who had more business credibility than me. If I was ever going to get to the big leagues, I needed to increase my professional credibility quotient.
I saw only two conceivable ways to do this – past experience and/or education level. I could not do anything about my past professional status, or lack there of, but I could have direct control over my education level.

I decided that day to proactively take charge of my "professional credibility" and proceed with one of the few options I had direct control over. I was going to go back to school and get my MBA. I knew that the most positive direct influence on my future career could be enhanced by getting my MBA. I could not do anything about the lack of a brand name company on my resume, but I could go back to school and get an advanced degree. With some personal sacrifices, a minimal amount of time (considering the big picture) and a re-dedication to my academic skills, I received my MBA from Loyola Marymount University in 2003.

Since receiving my degree, I have held three jobs. All of these were with companies significantly better known than any other company I had previously worked for. In fact, in May of 2005, I landed my "Dream Job". I am now the Training Manager for the Beverly Hilton Hotel in Beverly Hills, CA.

If you rationally examine the qualifications for such a high visibility position, you might wonder why I was chosen, lacking experience or formal training in the hospitality field. Despite these limitations, I was offered the position. I feel the deciding factor in my landing this dream job was that I had an MBA. It was this alone (and a pleasing can-do attitude) that gave me the professional credibility needed to land such a position.

I feel that as a direct result of earning my LMU MBA, I have been rewarded with this job, along with other tangible benefits. No small justification for this opinion was a 20% increase in the upper compensation limit for my current position that was approved by senior operating management solely due to my holding an advanced degree.

An MBA from Loyola Marymount carries a lot of weight in the professional community. I have had a totally different career search experience since receiving my degree and have only one real regret. If I had known then what I know now, I would have worked at receiving my MBA 10 years ago. If I had pursued it then, I feel my career would have been on an entirely different trajectory. Oh well, better late than never.

connect up!

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The Ultimate MBA Start-Up - A Synagogue

BY ROZ BLISS '00

On a cool winter afternoon in December 2004, I met with two friends to talk about starting a new Jewish community in the South Bay. "If you build it – will they come?" – that was what we wondered. The three of us have very diverse Jewish backgrounds and experiences. We started sharing our ideas and dreams for the South Bay Jewish community, including what type of worship service would be meaningful to us. The service would need to be participatory, spiritual and inclusive; we yearned for a musical component, as well as a strong link to tradition but with a progressive view. What I found as we moved forward on this path, was that I was using much of what I learned during my time in the MBA Program at LMU.

We wondered what would happen if we invited a few close friends to a Sabbath service. The Jewish Federation estimates show high numbers of unaffiliated Jews in the South Bay area (Statistics). Could we reach them and would anyone come? Would anyone care? We tried it and immediately filled all available chairs, floor space and standing room. No advertisements, only a call to a few close friends.

We quickly realized that we had outgrown any of our homes and we each put in money to rent a facility to have the next service (Finance). Finding a space was a bit of a challenge. The Recreational Center had a drama class every Friday night, the Scout Center had the Scouts, the Neptunian Club had a Judo instructor there until 8PM and everyone would have to be quiet until his class was over – it wasn't going to work.

Fortunately, we found the Clark Building in Hermosa Beach and the first official service was February 18, 2005. We had no idea how many people to expect, again no advertising – only word of mouth and some emails to friends. It was a cold and rainy evening and ten minutes before the service, there were eight people in the room. Ten minutes later there were over 50 people.

The second service was held at the same location on March 18; another cold and rainy evening that coincided with a big community event taking place at the same time. Ten minutes into the service, we ran out of chairs. We had outgrown this facility too!

A website was built (MIS and Marketing) for this fledgling enterprise as a way of keeping the community aware of our efforts. By June of 2005, we knew the idea of starting a new synagogue in the South Bay was possible but that we needed assistance. We invited Rabbi Steven Carr Reuben from Kehillat Israel, a Reconstructionist synagogue located in Pacific Palisades to speak to us regarding Reconstuctionism (Consulting). Once again, attendance exceeded all expectations. The enthusiasm from the crowd was contagious and the three of us knew there was no turning back.

A Board of Directors was formed (Law). I knew that the Board had to bring together various individuals with unique skills and abilities. (Management). It was important to us from the start that the policies of this Temple represent the preferences of the community. Listening and incorporating the opinions of our members has been a challenge (Management).

Registration for the one day a week Religious School was far greater than ever expected and the initial facility was unable to accommodate their substantial growth. (Economics) The Temple Shalom of the South Bay religious school opened October 24, 2005 with 108 students at the St. Cross Church in Hermosa Beach.

Temple Shalom of the South Bay has applied for official status and recognition from the Jewish Reconstructionist Federation. We are hosting services with visiting Rabbis in addition to an active adult education program offering a series of guest lecturers. The community is forming and creating a synergy among unaffiliated Jews in the South Bay. Temple Shalom of the South Bay (www.shalomSB.org) welcomes all who would like to participate and be part of this dynamic and growing community.

Being involved with something I care passionately about and also being able to bring my LMU MBA education and experience to the process has been incredibly rewarding to me.

Founder of LMU MBA Program Passes Away

DR. RACHELLE KATZ
MBA DIRECTOR


Dr. Julius Brown

Dr. Julius Brown, founder and first Director of the MBA Program at LMU passed away peacefully in his sleep from complications of throat cancer on Friday, October 8, 2005, at the age of 80. Dr. Brown earned his BA from UC Berkeley in 1941 and his MBA from Harvard in 1943. After his military service, he and his wife Patsy lived in San Francisco where he had a very successful 20-year career in insurance. Then, at the age of 46 he decided to shift careers and earned his Ph.D. in Management in 1969 and accepted a faculty position at Loyola University (later Loyola Marymount University) that same year.

Dr. Brown continued to distinguish himself over the next 30 years, earning teaching awards, publishing many research articles and case studies, and eventually serving as Acting Dean of the College of Business Administration. However, his most enduring legacy was the establishment of the evening MBA Program, which uniquely catered to full-time working employees, particularly the large base of aerospace, defense and commercial aircraft engineers that dominated southern California when the Program was founded 30 years ago. He eventually returned to his first love - teaching and after retirement continued to come to campus and counsel students and write cases with MBA students.

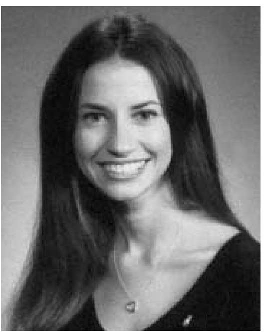
Those of us who knew Dr. Brown will miss his intelligence, insatiable curiosity, wit and charm. He is survived by his two sons, Gilbert (Loyola JD '74) and Patrick (LMU BA '83), 5 grandchildren and 3 great-grandchildren.

alumni profile

Natalie Joyce '05: Investment Property Professional

JOHN L. MENDEZ '05

Natalie Joyce is a savvy and successful Investment Property Professional with the Southern California firm of MJ Leola Real Estate Investment Group (www.mjleola.com). However, Natalie's first business success was in an entirely different, and equally exciting, industry when several years ago she started working at entertainment studios interning for Sony Pictures, New Line Cinema and Universal Entertainment in their Market Research, Publicity and International Marketing departments. This exciting career took place during Natalie's undergraduate college years at LMU. After graduation, Natalie immediately enrolled in LMU's MBA program finishing in a little over a year. While attending grad school, Natalie worked part-time at an entertainment public relations firm.


Natalie Joyce '05

Upon completion of LMU's MBA Program, Natalie interviewed for jobs at Los Angeles-based motion picture studios but never felt that they were offering a marketing-related career that was challenging enough. In a bold move characteristic of some LMU MBA graduates, Natalie decided to totally change industry fields and look for career opportunities in real estate. This pragmatic decision was based on her having always been interested in real estate. In addition, Natalie's parents own several apartment buildings in Southern California and thus she had already acquired a background in the real estate business. It took some work and planning for Natalie to realize she was mostly interested in the commercial real estate aspect of the booming industry.

Once that decision was made, Natalie interviewed at large real estate investment corporations and smaller boutique firms, finally deciding to go with her business instinct and join a small firm where she would have more specialized hands-on training and investment property opportunities. Natalie has been with MJ Leola Real Estate Investment for about six (6) months now and "loves it."

Q. What was it about LMU's MBA Program that attracted you?
The fact that all classes were in the afternoon or evening so that I could work part-time during the day was a great advantage. I also felt I would be more valuable to a company if I had my MBA. The accelerated program for previous business school graduates allowed me to complete the courses in less than two years. I also recognized the value of the CMS program and appreciated LMU's encouragement to participate in this course of study.

Q. Would you advise someone considering earning an MBA to go long in education?
I would highly recommend earning an MBA. It gives you an advantage in securing gainful employment at a top company. My degree has given me the knowledge and determination to successfully enter a male dominated field. My experience in the program helped to broaden my worldview and enabled me to achieve things I never thought possible.

Q. How do you service your clients to best protect their investments?
I make sure I am knowledgeable about the market by reading newspapers, internet articles and real estate journals. I also track interest rates and recent local and national real estate transactions. In this business, timing is everything. If I find an advantageous, commercial real estate property for my client I quickly gather the facts and immediately notify them.

Q. Which are the tax savings for commercial investment property owners?
There are several tax benefits in commercial property. Depreciation is a major tax deduction for investors. Obviously, a 1031 tax-free exchange (an I.R.S. program that allows business owners to defer the capital-gains tax from sold property) is of enormous benefit for investors. In addition maintenance, interest on mortgage payments, and any accrued losses are deductible.

Q. Is the whole real estate bubble predictions really overrated?
Everyone has different opinions about what is going to happen to the California real estate market. Prices have been very high in recent years yet there has still been an abundance of qualified buyers since interest rates have been low. However, interest rates are rising. I think the increase may have an effect on prices. Several of my clients who are buyers have been "sitting on the sidelines" in anticipation of the market slowing and possible lower prices.

Reconnecting in Orange County

STEPHANIE (MATSON) TAYLOR '02

On Thursday, October 6th, **Manny Packing '99** and **Neena (Malik) Packing '02** hosted a Happy Hour for Orange County LMU MBA Alumni at their beautiful home in the Santa Ana Artist District. This event was coordinated for alumni living and working in the Orange County area, providing another great opportunity to catch up with former classmates and meet new friends.

Thank you to Manny and Neena for so graciously opening their home to us, and to all of the alumni that attended. We had a great time, and are already planning the next event for April 2006!

We look forward to continuing to grow the strong network of Orange County Alumni. If you would like to be included in future Orange County events, or if you know someone who would, please email **Neena (Malik) Packing '02** neenamalik@aol.com or **Stephanie (Matson) Taylor '02** stephtaylor28@yahoo.com.

See you in April!

AMBASSADOR NOTES

- **Join your fellow Bay Area LMU MBA alumni at a Happy Hour in San Francisco on February 23rd. Details will be coming soon via email.**
- **As the Ambassador Program expands, it is important that we have current contact information so we can notify you of regional events. If you have moved, changed jobs, or have a new email address, please update the MBA Office at mbapc@lmu.edu.**

Has the LMU MBA Alumni Association Reached The Tipping Point?

ED PROFUMO '86

In Malcolm Gladwell's best selling work, *The Tipping Point: How Little Things Can Make a Big Difference*, a fascinating discussion of social change occurs. In one section of his work, he describes the three types of personalities that effect and influence the trends, fads and preferences of our society. They are as follows:

Maven – the person who has intricate knowledge of very specific areas. For example, if you want to know the latest technology in digital cameras or the best type of gas barbeque for your specific needs, the maven will have the answers. Not only will he have the answers, but he will also know the best place to purchase the item and at the best price.

Connector – someone who belongs to a wide variety of entities with a great range of interests. This person might belong to several social, professional and personal organizations. Not only is the connector very involved with the different groups, she also attempts to integrate individuals from one group into another, thus stimulating synergy between the members of different areas of expertise.

Salesperson – this individual tends to have an ability to persuade people to try new ideas, innovative products or trends. He either creates interest through his own example or is able to lead people to consider another point of view.

I have been thinking a lot about which of three categories I fit into … Although my profession is as a Senior Account Executive (salesperson) for ColorGraphics, Inc., I believe I fall more into the Connector personality. I belong to several boards: the LMU MBA Alumni Board, the John Robert Wooden Award Steering Committee, and the Capital Campaign Board at our Parish and many other volunteer positions associated with my three children's activities. Furthermore, nothing gives me more pleasure than to introduce and entertain people from the different areas of my interests.

As I near the end of my second year on the LMU Alumni Board, I believe we have reached The Tipping Point within our MBA Alumni Association. I have seen the positive changes with the Networking Luncheons, Ambassador Programs, Professional Development Series, the *MBA Perspectives* Newsletter, the annual Alumni Golf Classic, and many other fun events. I have also seen the LMU MBA Program gain status in the community and on a national scale as well.

In conclusion, my questions for you are these:

Are you a Maven, Connector or Salesperson?

What can you contribute to make our MBA Alumni Association a stronger, more viable force to help each alum to grow personally, intellectually and professionally?

merchandising

A variety of MBA logo items, pictured above, are online at mba.lmu.edu/alumni or in the MBA Office. All prices include S/H.

Hooded navy sweatshirt (S-XXXL) is $28.

Grey medium weight round neck **sweatshirt with small logo** on left (S-XXL) is $23.

White t-shirt (S-XXL) is $11.

Polo shirt (white or chili red) is $23. White available in men's (M-XXL) and women's (XS-XL). Chili available in men's sizing (XS-XXL) only. Women should adjust sizing accordingly.

Khaki cap is $13.

License plate frame
(brass or silver metallic) is $15.

Navy cafe mug is $8

Click on http://mba.lmu.edu/alumni.htm to see a color photo and to order through our secure online site or stop by the MBA Office to shop in person.

alumni news

Pierre Jambon '88 was named General Manager, Global Aviation at Goodyear. He will run the company's global aviation business, overseeing the development, manufacture and marketing of aviation tires for use as original equipment, replacement and military applications. At Goodyear since early 2004, he previously served as the Director of Finance Planning and Analysis for the North American Tire business unit. Immediately prior to joining Goodyear, he was Vice President, Finance Planning and Analysis for GKN Aerospace Services in Chicago. Prior to that he was with TRW.

Mike Prazak '98 recently moved to Disney. Mike became Director, Integrated Planning & Project Management (IPPM).

Kara Aptor '02 left her position as Marketing Product Manager at Avery Dennison in October to become Product Manager at Epson. Kara manages a new product called StoryTeller, which just launched this year.

Paul Clendening '99, who received his JD in 1996, is Senior VP of Operations in the Legal Division of Countrywide Financial Corporation.

Jeff Covert '92 is now Americas Senior Director Services Sales Manager for Dassault Systemes. Dassault is a French firm that makes engineering software from design to manufacturing. Previously, Jeff was VP-Consulting for Candle Corporation.

Julianne (Masted) McCormack '98 married Sean McCormack on April 30, 2005 in Los Angeles. Julianne is VP of Operations in the Post Production Facilities at Sony Pictures Studios in Culver City. Julianne and Sean have a home in Westchester, right near LMU.

Sheila Teevans '03 and her husband **Duane Teevans '01** welcomed their first child Paige Maureen on January 11. Page was 9 lbs. 9 oz. and 22 1/2 inches long. Duane and Sheila, who live in Whittier, are both members of the MBA Alumni Board. Duane is with Mellon Private Wealth Management and Sheila does consulting.

Christopher Saenz, EMBA 2003 was recently promoted to the position of Vice President/Controller for Pasha Maritime Division of The Pasha Group in Wilmington, CA. Pasha Maritime handles the stevedoring of autos being imported into the United States. Customers include Bentley, Porsche, Lotus, VW, Daimler Chrysler, Honda to name a few. The Maritime Division is also the largest importer for steel and break bulk on the west cost importing more than 3 million tons of steel each year.

Jill Gwen '91 was recently promoted to Senior VP, Finance & Operations of Fox Searchlight Pictures. She has been with Searchlight since its beginning, 9 years ago, and prior to that was Executive Director of International Theatrical Finance & Administration for 20th Century Fox. She is also a Licensed Spiritual Practitioner with Agape's Int'l Church of Religious Science.

Paula (DeAngelis) Edwards '95 and **Kenneth Edwards '04** welcomed their second child, Christian Joseph on November 15, 2005. He weighed 8 lbs. 6 ounces and was 20 1/2 inches long. Christian's big brother, Johnny, will be three in January.

Rolf Jaeckli '99 is a Financial Analyst with TIAA-CREF in Charlotte, NC. Rolf and his wife Emily and 2 1/2 year old Oliver live in Tega Cay, SC, just over the state line. They are expecting a second child in May.

Andrew Jones '95 just completed the first year of his new business, Fuller, Jones & Associates, Inc. (FJA). FJA, located in Pleasanton, California, is a Management Consulting and Business Advisory firm. Information about the company can be found on their website www.fullerjonesassociates.com. FJA specializes in training organizations in breakthrough process management and process improvement techniques known as Behavior-Based Process Excellence.

Assad Shah '04 is working for PricewaterhouseCoopers in Sydney, Australia and is enrolled in a Chartered Accountant Program there.

Michelle Saavedra '04 is engaged to Rafael Hernandez, LMU MFA Film Production candidate. They plan to marry this May in Santa Barbara. Michelle is currently working at Data Development Worldwide, a marketing research firm as an Associate Project Director.

Heidi Zeich '04 recently became Director of Housing Services at The Catholic University of America in Washington, D.C.

Ilham Sinaceur '02 joined Western Union as Finance Manager, Africa in May 2005. Ilham is based in Casablanca, Morocco. Previously, she pursued a training program with the United Nations in New York and gained financial experience as Finance Analyst with Microsoft in Casablanca.

Tracy Hunt '05 is now Principal Administrator of Parker, Mills and Patel in downtown Los Angeles. PMP is a premier law firm that specializes in professional liability, complex business litigation, trade and transportation law, malicious prosecution, and corporate and insurance law. Her primary responsibilities will be financial management and strategic planning for the firm.

Carl Weisman '99 was recently promoted to VP Engineering at 5G Wireless. 5G Wireless is a publicly held manufacturer of city-wide wireless networking equipment located in Marina Del Rey. Carl can be reached at carl@5gwireless.com

Dan McAlister '98 was promoted to Major in the US Air Force on July 1st. Dan is once again stationed at the LA Air Force Base in El Segundo, where he was stationed while he did his MBA at LMU. Dan and his wife Mirlo bought a house in Hawthorne and are busy raising their son Donoven, who turned two in June. Dan and Mirlo are also busy with school. Dan is going to Loyola Law School and Mirlo is in nursing school.

Laurie Vilmur '96 is now in Organization Development, Corporate Human Resources at CB Richard Ellis in Newport Beach. Laurie is on the Employee Relations team - right now working on redesigning their performance management process and setting up the philanthropy board, committee, and campaigns.

Mary Toman '98 is at HP in Colorado Springs, CO as a Program Manager for Mission Critical Services. Mary writes that she and Melissa (Maxwell) Allen '99 chat during their lunchtime workout session. Melissa is a Finance Manager at HP. Mary's three-year-old twins, Matthew and Thomas are enjoying their five acres – even when it snows.

Stewart Roseman '87 has relocated to Philadelphia where he joined St. Clair CPAs, a subsidiary of CPA Solutions.net. Stewart passed the CPA exam several years ago and will have his license in a year.

Paige Henning '04 and her husband Wade welcomed their first child, daughter Ava Scarlett on June 27, 2005. The Hennings are now living in San Antonio, TX.

Joice Soendjojo '96 is Vice President of CIT Healthcare in New York City.

David Yen '04 recently left his position as the Product Manager for a consumer electronics company to become the Marketing Systems Analyst for James Hardie Building Products in Mission Viejo, a supplier of fibre-cement siding and backerboard.

Ruth Valdivia '94 and her husband Kevin McMorrow welcomed Kaitlyn Marie on Aug. 29, 2005. She weighed 8 lbs 3 ozs and was 19-1/2 inches long. The family, including two older brothers, lives in Pacific Palisades. Ruth is a COO for an insurance agency in Santa Monica.

Bill Borzage '03 is Vice President, Media Interland, Inc. (NASDAQ: INLD). He heads up their online media and marketeing division. Bill and Rocio Briceno were married on October 1, 2005 and honeymooned in Jamaica and then moved to Atlanta, GA.

Bill Newman '91 has recently created Newport Consulting Group, focused on creating value for manufacturing and production organizations in the area of management, strategy, technology, marketing, and product innovation. He recently left Gedas, a Volkswagen brand company focused on information technology for automotive suppliers, after a 10x growth in commercial business over his five-year management tenure. Bill and his family live in Clarkston, Michigan.

Michael Levy '00 joined Noveon as the Sarbanes Oxley Compliance Officer. Noveon is a leading global producer of advanced specialty chemicals and Michael is in Ohio.

Paul McCarty '92 was recently named CEO/President of Inspiration Point, LLC, a real estate investment firm with holdings in California, Arizona, Oregon and Utah. She recently completed her contractor's license and will be developing residential and commercial properties.

Richard Castleberry '99 is a lecturer in business at the American University in Kosovo. He considers Zagreb, Croatia home and writes that "It has been an amazing experience, thus far. The Kosovar Albanians are some of the nicest people I have met in my entire life."

Meg Eisenberg JD/MBA '04 is a Corporate Associate at Skadden, Arps, Slate, Meagher & Flom LLP in LA.

Sheryl Clark '95 is District Sales Manager in the Anti-Infective Specialty Division of Abbott Laboratories. Sheryl recently visited the Galapagos Islands off the coast of South America. Incredible wildlife, terrific snorkeling and scuba diving. She swam with penguins and giant tortoises, watched sea lions toss and catch small jellyfish and hiked around the islands. She describes her trip as "one of the most amazing places I have ever seen."

Jennifer Dunbar '00 is a Real Estate Broker with Aspen Land and Homes/Sotheby's in Aspen, Colorado.

Ted Fourticq JD/MBA '02 has been an Associate at Hancock Park Associates for almost a year. They are a small to smaller mid-market private equity firm (all buyouts, no VC deals) and just raised their new fund Hancock Park Associates III, L.P. which is at $250 million. Their main investors are university endowments such as Harvard and MIT. Ted says "the work has been really good and I am often in over my head - but in a good sense - and learning." Some of our portfolio companies include: Saleen, Inc. (car manufacturer) and Gordon Biersch (brewery restaurant). Ted and his wife Gretchen are expecting their second child any day.

Gregg Poiry '90 spends about 75% of his time in LA as a Realtor with Shorewood Realtors in El Segundo and the other 25% is spent in the Las Vegas area where he is a Realtor with Windermere Prestige Properties in Henderson.

Stacy Rozmenoski '04 is Human Resources Manager at the David Geffen School of Medicine at UCLA. Also in 2005, she became engaged to Tomaz Vrabec. She met Tomaz in 2003, during the year she spent in Europe, participating in the LMU MBA Program's exchange program with EDHEC Business School in Nice, France.

Mike Sapien '77 has moved back to California and lives in Carlsbad. He has been working as an independent telecom consultant for the past three years in the service provider, internet industry. His company name is Datacom Management LLC (www.datacommanagement.com).

Pam Koster '94 was named Partner – Mountain States of Moran & Company in June of this year. Pam and her family live in Littleton, Colorado. Moran & Company is in Denver.

Gil Barrios '02 is now working for Affiliated Computer Services, Inc. (ACS) in Illinois as a Project Director. He pursues business process outsourcing opportunities in the state and local government market. Gil and his family live in Naperville.

Marlene (Budhihardjo) Melby '96 has joined Premium Capital Funding in Newport Beach as mortgage banker. Marlene and her husband Kevin love real estate and invest in rental properties out of state. Marlene will be happy to share her investing strategy and financing tips with fellow alumni. She can help with residential and commercial financing in 35 states.

Mark Gunther '97 and his wife Shelley were married in Laguna Beach on October 22nd. Darren Gibson '98 and Edgar Zelaya '97 were also at the wedding. Mark is back in the golf business, working for MRC Corp., which manufactures graphite golf shafts for professional players. His office is based in Carlsbad, although he and Shelley are now living in Irvine.

Anthony J. Zaller JD/MBA '99 is a third-year attorney at the firm Carlton DiSante & Freudenberger LLP. He has assisted companies doing business in California on employment law matters, including defending class action and single plaintiff lawsuits and providing training seminars on sexual harassment and general legal updates for managers. He and his wife, Julie, had a baby (A.J.) in March 2005 and live in Westchester, not far from LMU.

Karen Tallent '00 became a Certified Administrator of Public Parking (CAPP) in May. Karen also holds the designation as Board Certified Protection Professiona (CPP). Karen is Director of Business Development for Secom International in Westchester.

Ken Keller '01 is on a two year assignment as General Manager of Amgen Ltd in Cambridge, England. He is leading all of Amgen's interests for the United Kingdom and Ireland. Ken's three children ages 15-11-8 have found moving from schools in Westlake, CA to private English schools quite an adjustment.

Joseph Evington '03 has relocated to Palm Springs, CA and is planning to marry Adeline D. Burke next October. He recently became a Management Analyst in the Planning and Analysis Deptartment of Fantasy Springs Resort Casino, Indio, CA.

Neena Malik Packing '02 just started her own event planning business. She is working on the official website and marketing materials - but has already coordinated 12 events. If you need assistance with a personal or corporate event, you can contact her at 714-422-PLAN. Neena's husband Manny Packing '00 works for Yum Brands - parent company of Taco Bell, Pizza Hut, KFC. He recently accepted a new position as a Real Estate Manager.

Tim Landolt '94 and his wife Cara welcomed their first child Calvin Joseph on September 21, 2004. Tim just started a new career as Regional Manager for Virtual Edge Energy Systems Division in Oshkosh, Wisconsin. The firms offers technology that assists companies in lowering their electric bills. The Landolts also live in Oshkosh.

Brian Cody '04 and Laura Woodruff were recently married at St. Catherine's Catholic Church on Catalina Island. Brian works as part of a financial advising team for Merrill Lynch with The Cody Group in Century City. The Cody Group specializes in wealth planning for successful individuals & families, small businesses, and charitable foundations. Laura works as the office manager at Yale Jewelers in Santa Monica. Laura and Brian currently live in Santa Monica.

Mike Domaguing '03 married Aileen Baliat on October 15, 2005 at the St. Louise de Marillac Church in Covina. Mike is a Product Manager with NovaLogic, Inc. in Calabasas and is teaching part-time in the undergraduate program at LMU this spring.

June Wong '93 is a Consultant with Theo H. Davies & Co. Pte Ltd, an executive search firm in Singapore. They handle middle to senior level management jobs in the Asia Pacific region.

Gavin Cain '02 joined Marshall & Stevens in downtown LA as a Valuation Consultant. **Ralph Consola '99** is a Principal with the same firm.

Ekaterina Konovalova '01 is Account Group Director for Rodnaya Rech in Moscow. This is former D'Arcy Advertising Agency, and is the largest local advertising agency in Russia.

Benny Katzburg '04 is working for an Israeli company called Ness Technologies Inc. (NASDAQ: NSTC) which is a global provider of end-to-end IT services and solutions and is the Israeli representative of SAP. Benny is a consultant in the BW (Business Warehouse) module which is the Data Warehouse solution of SAP. Benny participates in projects for the customers and designs and develops tools for the executive level for management and control of those companies. Some of those tools are combined in the Enterprise Portal and some are used for analysis, planning and simulations. So far, he has participated in projects at the Israeli Oil Refineries in Haifa and the Dead Sea Bromine Group, which is the world's largest producer of elemental bromine and a leader in developing bromine compounds. Benny and his family are living in a city called Modi'in which is a new city (only 8 years old) that was built between Jerusalem and Tel-Aviv near Ben-Gurion Airport. It's a pretty and modern place although the infrastructure development is not caching up with the rate of population growth but hopefully it will be better in a couple of years.

Ed Mora '00 and his wife Merrie welcomed their first child, daughter Ava Carolina on November 30, 2005. She was 7 lbs., 1 oz. and 20.5 inches long. This has been quite an exciting time for Ed professionally as well. Earlier in November, Ed was named VP and Director of a new wealth management unit dedicated to providing comprehensive and objective advice to the affluent market segment at Union Bank of California. Ed will continue to work out of the Irvine office. As part of his responsibilities, Ed will be launching teams in Northern California and the Pacific Northwest.

Tom Kim JD/MBA '00 recently joined Cerberus Capital Management, a $16B hedge fund based in New York City, to advise its portfolio of 40+ companies and lead risk management & insurance due diligence on acquisitions. Previously Tom was AVP with the Mergers and Acquisitions Group of AON.

Scott Sablan '05 became Marketing Communications Coordinator in the Home Entertainment Division of Pioneer Electronics (USA), Inc. in Long Beach.