

Patricia McQuaid (Management) presented a talk on “Why Managing Software Projects is So Challenging” at the 10th International Conference on Quality Engineering in Software Technology, CONQUEST 2006, Berlin, Germany, Sept. 26-29, 2006. The paper is included in the refereed conference proceedings. She was also a track chair for several sessions of the conference.

McQuaid also presented a talk on “Software Disasters and Lessons Learned” at the STARWest conference (Software Testing and Review -West) in Anaheim, CA, held Oct. 16-20, 2006. The paper is included in the refereed conference proceedings. She was also a track chair at the conference.

McQuaid was one of 18 Information Systems faculty selected from throughout the country to participate in a symposium for McGraw-Hill publishers, held in Santa Fe, NM, Oct. 26-29, 2006. Discussions centered around current trends in MIS, challenges of teaching, current technology and resources for teaching, and accreditation issues.

Lynn Metcalf (Marketing) was published in the *Journal of World Business*, Vol. 41, Issue 4, in December 2006, pages 382-394. It is available online now at [http://dx.doi.org/10.1016/j.jwb.2006.08.004](http://dx.doi.org/10.1016/j.jwb.2006.08.004).

The following are recently published papers attributed to Rami Shani (Management):


The following is a partial list of Jay (Jagjit) Singh’s (Industrial Technology) activities including publications, conference presentations, and grants received. Papers accepted for publication after a recent peer-review:


Singh was session chair for technical sessions on Bio-plastics and Packaging - general at 15th IAPRI World Conference on Packaging, Oct. 3-5, 2006, in Tokyo, Japan. Singh was presenter or author of four papers presented at the conference.

Singh’s recent refereed publications:


Auras, Rafael; Singh, Paul; Singh, Jagjit. “Performance Evaluation of PLA against Existing PET and PS Containers,” Journal of

### IN MEMORIAM

**Dick Jones**

E

meritus professor Dick Jones passed away on Thursday, Nov. 23, 2006, in San Luis Obispo, at age 97.

Mr. Jones was born at LaMoure, ND, on May 5, 1909, the eldest son of Judge George Phillips Jones and Lydia (Richardson) Jones. He was raised in North Dakota, Montana and Minnesota. He graduated from high school in Bagley, MN, and received a B.S. from the University of Minnesota in 1931.

After teaching high school in Sedro Woolley, WA, for three years, he attended George Washington University in Washington, D.C., where he attained a law degree in 1938.

His career with the Federal Bureau of Investigation as a special agent lasted from 1934 to 1961. He began teaching business law at Cal Poly in January 1961. A major portion of his first several years at Cal Poly involved handling the legal issues surrounding the tragic plane crash of the Cal Poly football team in the fall of 1960.

He is survived by his son, James R. Jones, of South Lake Tahoe, and daughter, Janet L. Hills, and her husband, Robert, of Spokane, WA. There are three grandchildren, Chris Kraft, Tara Gomez and Claire Hills; and two great-grandchildren, Troy and Isabelle.

He was preceded in death by his beloved wife of 58 years, Margaret, in 2000.


Singh’s book chapters:


Singh’s grant writing:

Awarded an International Corrugated Packaging Foundation grant of $42,000 for academic year 2006-07 for enhancing the corrugated packaging curriculum at Cal Poly.

Singh’s peer-reviewed papers:


SINGH has also been appointed division 1 vice chair as well as co-chair of the RFID Task Group in committee D10.18 of ASTM and has been added to the editorial board for the Journal of Applied Packaging Research, Publisher: DEStech Publications, Inc., ISSN: 1557-7244, February 2007.


Wild, with her co-authors Ken Griggs and Eldon Li (Management), published a paper titled, "An Architecture for Distributed Scenario Building and Evaluation," in the journal, Communications, of the ACM.


IRA PROPOSALS:
Kudos to the following Orfalea College of Business faculty for submitting Instructionally Related Activity (IRA) proposals on behalf of our students. As a result, coupled with the recent successful IRA referendum, our college this year will be able to invest over $43,000 in IRA funds in our students as opposed to the roughly $15,000 to $16,000 of past years.

EXISTING OCOB IRA EVENTS:
International Career Conference: Barry Floyd (Management) – $6,000
Students in Free Enterprise: Norm Borin (Marketing) – $7,600
Ray Scherr Business Plan Competition: Norm Borin (Marketing) – $2,500

MBA International Collegiate Business Policy Team: Chris Carr (Graduate Programs) – $4,800

Newly recognized OCOB IRA events:
American Marketing Association National Conference: Brian Tietje (Marketing) – $2,000
Enterprise Creation Competition: Chris Carr (Graduate Programs) – $0. (Carr submitted an IRA application for this event this year and obtained IRA recognition and approval for it; if we can gather a group of students to participate and a faculty member to shepherd this in the future, we can provide IRA funds to support it. See the following link for information about the event and the competition: http://www.bsu.edu/entrepreneurship/article/0,,35314--,00.html)

Gift of Mobility Benefit: Lynn Metcalf (Marketing) – $5,500

Graduate Student Business Ethics Competition: Chris Carr (Graduate Programs) – $3,200

Human Resources (HR) Games Collegiate Competition: Rebecca Ellis (Management) – $3,800

Marketing Career Conference: Norm Borin (Marketing) – $0

USC Marshall International Undergraduate Case Competition: Chris Carr (Graduate Programs) – $3,200. For details, see http://www.marshall.usc.edu/web/Undergraduate.cfm?doc_id=4711&CFID=6644429&CFTOKEN=3787763.

National Association of Industrial Technology (NAIT) Convention: Manocher Djassemi (Industrial Technology) – $5,000

OCOB Sales Development Program: Lisa Simon (Marketing) – $300

A $6,000 National Collegiate Inventors and Innovators Alliance (NCIIA) Course Program Grant was awarded to Lou Tornatzky (Industrial Technology) and Eric Olsen (Industrial Technology) for their proposal titled, “Towards Multiple E-Team Platforms: Course and Program Development in Technology Entrepreneurship.”

Cal Poly’s Alpha Kappa Psi Business Fraternity honored Stephen Stern, part-time faculty member, by inducting him as a member at its year-end board meeting in 2006.

Twins for Bing

Bing Han Anderson and his wife, Kimberly Ann, are pleased to introduce their twin daughters Augusta Taiyang and Charlotte Tianxi. Born on Monday, Jan. 29, 2007, Augusta came first at 7:54 a.m., weighing 6 pounds, 4 ounces, at 19-3/4 inches long. Charlotte was right behind her at 7:55 a.m., weighing 5 pounds, 12 ounces at 18-3/4 inches long. Our congratulations to the proud parents!

A brand-new Ramezani

Cyrus and Mavis Ramezani became proud parents of Talia Niku on Dec. 29, 2006. Talia was born at 4:10 a.m. Cyrus says he is tired but very happy and that Mavis and Talia and her three siblings are all doing just beautifully. When asked about her birth date, the finance area chair says, “Think timely tax break…”
Well-suited in Virginia

Gwen Hernandez (MSI&TS ’05) moved to Gainesville, VA., a Washington, D.C.-area suburb, in January 2006 with her husband, Pat, and two sons.

In April 2006, Gwen started working in Manassas, VA., at Micron Technology, a semiconductor manufacturer that makes DRAM, flash memory and image sensors.

“As a manufacturing engineer in Micron’s DRAM fabrication facility, I spend my days in a cleanroom wearing a special suit that is intended to mitigate contamination,” says Gwen. “It’s pretty interesting working in an environment where people can’t differentiate themselves by clothing, hair, or makeup (a no-no in a cleanroom). It’s definitely not your typical office or manufacturing environment.”

Gwen says she is also adjusting to the 12-hour shifts, working 7 a.m. to 7 p.m. Sunday through Tuesday, and every other Wednesday. “I don’t like working Sundays, but I really like my long weekends!”

The family is enjoying the Washington, D.C. area and is trying to see as much as possible along the east coast while they are there. Gwen says she especially enjoys the area’s abundant trees and greenery.

Class of 2006
Johnathan Chase (Marketing) is a professional clothier for Tom James in San Diego.
Gregg Erickson (Industrial Technology) is a product manager for M:Metrics in Seattle, WA.
Melanie Mathews (Accounting) is an audit associate for PricewaterhouseCoopers in Southern California.

Class of 2005
Justin Gennock (Finance) works for Prudential Financial in Fresno as a financial services associate.
Josh Kretchman (MIS) works for DST Output in El Dorado Hills as a senior applications analyst.
Heather McQuitty (Accounting/Finance) is an associate with Damitz, Brooks, Nightingale, Turner & Morrisset in Santa Barbara.

Chandani Patel (Marketing) is working at Apple Computer in their iTunes music, marketing and IP legal department and loving it! She is in the process of applying to law schools in hopes to become an intellectual property and entertainment lawyer.
Chandani became a Court-Appointed Special Advocate (CASA) in a nationwide program and just closed a case in which she was advocating on the behalf of three siblings in the dependency system of Santa Clara County. The children are now reunited with their mother, and she hopes to take on another case soon.

Rachael Poehler (Accounting/Economics/Finance) works for Deloitte Financial Advisory Services, LLP in Costa Mesa as a dispute associate.
Corey Reihl (Marketing) is a proud homeowner in Elk Grove. After working as a district sales leader for Frito-Lay, Inc., Corey changed careers and is now a teacher at Linden High School.
Jennifer Thorne (Industrial Technology) is a manufacturing engineer at Northrop Grumman in El Segundo.
Dru Torvend (Marketing) lives in Rancho Cordova and is an investment representative for Edward Jones in Gold River.
Gerald Trinchero (Management) is a project manager for Trinchero Construction Company.

Charles White (International Business) is a lecturer at the

Finding success with Mediums

Lance Brandenberg (Marketing ’06) is a recent grad, yet he has been a successful businessman in San Luis Obispo for almost two years. Lance shared the story of his business, Mediums, with the Orfalea College of Business Student Ambassadors and reflected on what it was like to be a student and run a business, the value of his education, his hard knocks, and Top Ramen!
Enjoying life in The City

Once Kate Shield (Marketing ’05) got a taste of city life during her quarter with London Study, she knew she wanted to be in the heart of city life. Her dream came true after graduation when she began working for Gallo Sales and living in San Francisco. Kate was promoted within 10 months to district manager for Gallo and now handles the district from San Francisco to Redwood City, supervising six people.

For those of you who remember her best friend – Heidi Spink (Accounting ’05) – she is enjoying the city life too! Heidi works for PricewaterhouseCoopers LLP in San Francisco.

Class of 2004

Andrew Bradley (International Business/Marketing) lives in Sacramento.

Lyndon Conaway (Finance) has a new beginning at a “new” organization. “After working for KPMG for over 1-1/2 years as an expatriate tax associate, I decided to switch gears and do something that I enjoy. At Bridge Bank, I enjoy every aspect of the work I do. From financial analysis to client calls to colleagues, I’m doing what my Cal Poly education prepared me for, and I’m grateful.”

Wes Ervin (Industrial Technology) is a manufacturing engineer at Northrop Grumman in Redondo Beach.

Paul Fulton (Accounting) is an associate with Damitz, Brooks, Nightingale, Turner & Morrisset in Santa Barbara. Paul has a new baby, Hunter Maximilian Fulton.

Breanne Henkelman (Finance) worked in the real estate finance division of Countrywide Capital Markets for 1-1/2 years. In this position, she underwrote large commercial loans that would go on to be securitized as CMBS (Commercial Mortgage Backed Securities). Breanne recently joined Morgan Stanley to work in their London office. “The move to London was a huge move, as I changed companies and moved halfway around the world into a new city where I knew no one. It has been a wonderful experience, and I am thoroughly enjoying working for Morgan Stanley in such a bustling financial center as London. Living in Europe has been amazing, and I’ve been taking full advantage of all the traveling opportunities!” Breanne still works in CMBS, but is currently focusing on risk management.

Janelle Holcombe (Marketing) is a photographer in Santa Barbara.

Alex Littlewood (Finance/Marketing) works for Valassis in Costa Mesa as an account coordinator.

Mina Malek (Finance/Marketing) is a marketing coordinator for Valassis in Costa Mesa.

Fadi Mansour (International Business) lives in Laguna Niguel.

Ray Motta (Marketing) is a senior marketing analyst with Affinity Internet.

Brandon Norton (International Business/Management) works for Boeing in Huntington Beach in the business management/advanced systems area.

Meronoff named top sales rookie

Stacy Meronoff (Marketing ’04) was honored as Rookie of the Year by CB Richard Ellis for the San Diego region. The award is based on yearly earnings for those who are in their second year with the firm, and Stacy was also the recipient in his first year!

When he isn’t running down sales for his firm, Stacy has turned his competitive drive to running marathons, recently competing in his first half-marathon.

Class of 2003

Michelle Brooks (Finance) works for First American Trust in Irvine as an investment associate.

Chad Cook (Finance) is a commercial real estate broker with Aguer Havelock Associates, Inc. in Sacramento.

Marcelle Coudray (Finance/Marketing) lives in Costa Mesa and is a business analyst for Northrop Grumman in Carson.

Rahul Doshi (MIS) is a systems analyst at Genentech in South San Francisco.

Jerilyn Holcombe (Human Resources) works at Westmont College in Santa Barbara as a fundraising assistant.

Eddie Jimenez (Economics/Marketing/Human Resources) works for Northrop Grumman in Century City as an employee relations representative.

Matthew Johnson (Industrial Technology) recently graduated from Villanova University School of Law and successfully passed both the Pennsylvania and New Jersey bar exams. He is finishing a judicial clerkship with a Pennsylvania trial court judge and then will work as a trial attorney for a Philadelphia law firm.

Brad Lear (Industrial Technology) was promoted to production.
OCOB alums reunite

Enjoying a laugh together at the Orfalea College of Business alumni reunion in Santa Barbara are (left) Jerilyn Holcombe (Human Resources Management ’03) and Emily Waldron (Management ’03). Stephanie (Kanda) Pasternack (Finance) married Manny Pasternack (Finance ’03) in March 2006 in Orange County. Attendees included Cal Poly alums Dave Junod, Tim Collins, and Katharyn McLearan (OCOB ’03). Stephanie was recently promoted to senior treasury analyst and currently oversees the domestic retail notes and medium-term notes programs for Toyota Motor Credit Corporation.

Timothy Paulson (Economics/Finance) currently lives in Westlake Village.

Lauren Perley (Marketing) recently moved to Hermosa Beach and started working at a Web developer/interactive agency called Apollo Interactive in August 2005. She works on all aspects of internet marketing and is currently responsible for the Jack-in-the-Box account.

Kyle Power (Marketing) is a permanent lifeguard with Los Angeles County Lifeguards. He is also the assistant coach for the Men’s and Women’s Cal Lutheran University Swim Teams. Kyle is currently training for the Catalina Classic, a 32-mile paddle race from Catalina to Manhattan Beach. He keeps himself busy with competitive swimming, surfing, and traveling.

Theresa Robles Wray (Finance) recently changed jobs and joined the team at Maisons, Marques & Domaines as a public relations associate. The company is an Oakland-based wine distributor.

Matt Landre: A certified success in financial advising

Matt Landre (MBA ’03) was recently honored by The Tribune in San Luis Obispo as one of the Top 20 Under 40 rising business leaders in San Luis Obispo County. More than 80 nominations were received, and the winners were selected based on their accomplishments and demonstrated commitment to their profession and community.

After receiving his MBA, Matt was the winery programs manager of marketing for the Paso Robles Vintners and Growers Association. In October 2004, he accepted a position with Coast Hills Federal Credit Union, and is currently a financial advisor there.

Matt has received certification for NASD general securities representative (Series 7); the NASD Uniform Combined State Law Examination (Series 66); and the California Department of Insurance’s life and health, annuities and variable contracts.

Matt’s commitment to the community is reflected in his membership on the Coast Hills Community Foundation board of directors, the Rotary Club of San Luis Obispo de Tolosa, and the San Luis Obispo Chamber of Commerce Economic Development Committee.
Hot on the airwaves

Think rock ’n’ roll! Think DJ! Think Jeff Baer (IS ’02) as THE hottest DJ on the west coast. Jeff is a regular in clubs from San Francisco to Los Angeles and has his own monthly mix show on the internet. For more about Jeff and how to contact him, go to http://www.fastvibes.com/index.htm.

Hello, windy city

Erin Callahan (Marketing ’02) has been promoted to Divisional Sales Representative - Multicultural Division for Valassis. The promotion for Erin also meant a move to the Midwest – Chicago!

Roughing it in Santa Monica

Tim Kirchner (HR Management ’01) has been recruiting for Express Personnel Services for the past 1-1/2 years. Tim lives in Santa Monica and says it’s pretty rough waking up and seeing that beautiful ocean every day!

and marketer for wineries in France, Italy, Portugal, South Africa and California.

Jackie Romig (Marketing) lives in Newport Beach.

Andrew Soss (Economics) co-founded a thriving real estate and mortgage firm, Stewart & Soss, Inc., www.StewartSoss.com, with fellow alumnus Kasey Stewart (Economics ’02). Andrew is getting married in December in Costa Rica to his girlfriend of seven years.

Emily Waldron (Management) is a regional administrator for Young Life in Santa Barbara.

Class of 2002

Sarah Gillette (Accounting) is a controller for The HMC Group Marketing in Kingsburg.

Alex Gorrell (Marketing) lives in Newport Beach and is a marketing coordinator at Marcus & Millichap Capital Corporation in Irvine.

Amy (Knebel) Larsen (Marketing) married fellow OCOB alum Matt Larsen (Finance/Marketing ’02) Sept. 16, 2006. The two met in Professor Swartz’s marketing class in 2001 and have been together ever since. The newlyweds are living in Sacramento. Amy has worked in various positions with Pulte Homes over the past 3-1/2 years. She is currently a senior strategic marketing analyst. Matt has been an investment representative for Edward Jones for the past four years.

Jeralynn McDonald (MIS) lives in Oceanside and is a database administrator for Tritech Software Systems in San Diego.

Ryan Park (MIS) is the commercial sales manager for REC Solar, now the largest residential installer of solar electricity in the U.S. REC Solar is teamed up with Costco in California and New Jersey as those companies’ choice of a solar installer.

Kasey Stewart (Economics) co-founded a thriving real estate and mortgage firm, Stewart & Soss, Inc., www.StewartSoss.com, with fellow alumnus Andrew Soss (Economics ’03).

Lauren Surdi (Accounting) works for Alcon Laboratories as a pharmaceutical sales representative.

M.J. Tueros-Cossio (International Business) is the advertising records coordinator at Sunset Magazine.

Melissa Varcak (Marketing) is the associate brand manager at Dole Food Company in Westlake Village.

John Williams (Finance/MIS) currently lives in Roseville and works for Wells Fargo Institutional Investments.

Class of 2001

Jacqueline Curtis (International Business Management) married Matthew Egidio on Nov. 5, 2005 in the Old Mission San Luis Obispo. Jackie and Matt honeymooned in Hawaii and are living in Sonoma. Jackie is currently employed as the office manager for Lewis Cellars in Napa Valley.

Jaclyn Hall (Accounting) is a personal lines appraiser with Chubb Insurance.

Class of 2000

Brian Boroff (Finance) is in the second quarter of the two-year MBA program at Kellogg School.
Business and baby keep Bristol busy

When BusinessWeek/online featured Ryan Bristol (Accounting ’99) on May 26, 2006 in their story titled, “A Long Day on the Homefront,” they had no idea that Ryan’s days were soon to grow even longer. But that’s what happened when Ryan and his wife, Andrea, became proud parents on Nov. 15 to Tyler Marie Bristol.

The “e-zine” documented Ryan’s 5 a.m. to midnight work day as founder and CEO of PropPoint, a tenant-in-common (TIC) investment-sales company based in Santa Monica. The company assists 1,031 investors who want to sell their real estate and locate TIC property. Ryan admits that he is busier than ever, but says he can’t imagine being happier.

Congratulations!

IN MEMORIAM

Marco Costa

Marco Antonio Bruckner Costa (IS ’99), 30, passed away on Saturday, Dec. 23, 2006 in Austin, TX, as the result of a car accident.

Marco was born in Rio de Janeiro, Brazil, on Dec 30, 1975. He was laid to rest on Dec 30, 2006 in his hometown of Austin.

Survivors include his loving parents, Miro and Alicia; sister, Ana; brother, Rodrigo, and his wife, Sarah; sister, Luciana, her husband, Chad, and their son, Jacob; girlfriend, Torrie Cavanaugh, and son, Gavyn; and all of his beloved friends.

School of Management at Northwestern University.
Paige (Gilmore) Hallett (International Management) married Jeff Hallett in 2005 and recently joined Freedom Communications, Inc., a large publishing and media company, as the manager of compensation.

Carter Krizman (MIS) lives in Daly City and works in design, marketing, and sales for Krizman & Company in Sacramento.

Mustapha Parekh (Finance) is a practicing attorney in San Diego and currently an associate in the business department of Cooley Godward Kronish LLP. He has a general corporate transactional practice, representing primarily emerging technology companies and investment firms. Mustapha represents both privately-held and public companies in the information technology, telecommunications, life sciences and retail industries in a wide range of transactions including public offerings, private financings of equity and debt securities, mergers and acquisitions, and strategic collaborations.

Michael Hayes (Information Systems) is vice president of engineering at Movielink, overseeing the delivery of all Movielink software. Michael’s responsibilities include release planning, scope management, staffing and all other aspects of software development related to the various Movielink systems and subsystems.

Jeff Roby (Industrial Technology) is employed as a nuclear operator for PG&E at Diablo Canyon Nuclear Power Plant. He lives in Paso Robles with his wife, Brooke, and their new baby, Emma. The couple owns and operates the Rocky Mountain Chocolate Factory in Paso Robles.

Michael Rofail (Accounting) is the CEO of Pacific Realty Investments, Inc. in Santa Monica.

Brad Rubin (Industrial Technology) is the director of operations at TrueCredit, Inc. Brad lives in Arroyo Grande with his wife and daughter.

Class of 1998
Steve Bratton (MIS) married his wife, Cheryl, on Nov. 27, 2005. Steve continues to enjoy his job with Campus Crusade for Christ in Florida as a network designer.

Class of 1997
Jesse Lohnes (MBA) works for Hoffman Southwest Corporation, DBA Roto-Rooter in marketing and business development.

Darrell Smith (Industrial Technology) is currently the maintenance, operations and engineering program manager for Cisco Systems on the San Jose campus. The campus consists of 19,000 employees,
Liddell victorious again in the ring

Accounting ’95 grad Chuck Liddell is still the Ultimate Fighting Champion. Liddell fought challenger Tito Ortiz for the title Dec. 30, 2006, in a match broadcast on HBO Pay Per View channels. Liddell remains UFC’s biggest star – with fans clamoring for photos and autographs when he appears in the audience. He appeared on Conan O’Brien’s TV show Jan. 11.

more than 500 labs and seven data centers.

Class of 1996

Jennie (Ries) Casazza (Human Resources) is living in Cardiff by the Sea.

Stuart Crosby (Industrial Technology) received his master’s degree in I&TS in 2001 from Cal Poly. He currently works for Qualcomm in San Diego as the staff program manager. Stu is a member of the Industrial Technology Advisory Council of the Orfalea College of Business.

Class of 1993

Eric Forslund (International Business) is a product manager for Computer Modules in San Diego.

David Grim (Industrial Technology) splits his time between his home in Sacramento and his job at eBay in San Jose. David is a program manager with eBay and feels that after eight years, he is something of a veteran!

Brian Hubert (Industrial Technology) is a financial advisor with UBS Financial Services, Inc. in Oxnard.

Alan Ladrillono (Industrial Technology) left Morgan Stanley in September 2005, where he was associate financial advisor. He is working directly with the senior portfolio managers at Sickel Capital Management in Palo Alto.

Joe Paul (International Business) is a financial advisor with UBS Financial Services in Oxnard.

Robert Park (Accounting) is the vice president of finance operations for PayPal and eBay Company. He is married to Meredith and they have two children, Alexander and Ethan. Robert was formerly vice president of finance for McKesson Foundation.

John Shea (Industrial Technology) lives in the Sacramento area and runs a sales division for Airgas. He is married and the proud father of three boys. In spring 2006, he completed the Executive MBA program at St. Mary’s College of California.

Class of 1994

Rex Briggs (Marketing) is the CEO of Marketing Evolution in El Dorado Hills. Rex is married to his Cal Poly sweetheart and just celebrated the fourth birthday of their twin boys. They have built up their extended Cal Poly network at Marketing Evolution, which was founded in 2000. Rex recently released his first book, “What Sticks – Why Advertising Fails and How to Guarantee Yours Succeeds” (www.WhatSticks.net).

Anthony Cangelosi (Accounting) is an appraiser with TEDESCO Appraisal & Valuation in Santa Maria.

Joe Negrey (Industrial Technology) lives in Huntington Beach and is the vice president of operations for Arnco.

Ronald Leutbecher (Industrial Technology) has been promoted to national logistics manager, TLS Fremont. Ron began his career with Toyota in January 1993 and recently served as TLS production manager in the Fremont VDC. Ron will report to Joe Williamson, corporate manager of vehicle logistics, field operations.

Melinda Mabray (MBA) is the director of client solutions at Information Resources, Inc.

Peter Mowry (Management) is the operations supervisor for

Goedecke writes ‘One Fun Thing’

Allison (Kahn) Goedecke had to take a medical leave from Cal Poly in 1995. After recovering from her illness, she was inspired to write a children’s book, “One Fun Thing,” which has been released by Book Surge Publishing on Amazon.com.

The story is geared for elementary-aged children, but has a message for any age (even adults) about how just one fun thing can brighten any day.

Michael Kelly (Accounting '94) has joined Tatum as the new associate managing partner for the Orange County office. He will head up the development and introduction of the firm’s controllership practice in that market, overseeing business development and consultant project management.

Prior to his work at Tatum, Mike was president at Spinnaker Financial Resources in Orange County, managing interim and direct hire-based services in finance and accounting areas.

He also worked as a top sales executive and area manager with an international, publicly traded consulting group for the Orange County market. While there, he finished Number 3 of 400 associates in consultants placed on projects for the year. Mike turned an unprofitable division into the most profitable division on the West Coast (third in U.S.), hiring, mentoring, training and motivating division directors from the Los Angeles, San Diego, Carlsbad and Riverside offices.

Mike is president of Ernst & Young’s Orange County Alumni Association and is a member of the American Certified Public Accountants.

Kevin Gilhooly

Passed away on Sept. 23, 2006 after a courageous battle with cancer.

Kevin leaves behind his daughter, Elizabeth Marie, and wife, Margaret “Meg” Gilhooly, both of Sacramento. He is also survived by his loving family – parents, Thomas B. and Marie Gilhooly of La Habra, CA; and sisters, Patricia Gilhooly of Trabuco Canyon, Eileen Gilhooly of San Francisco and Mary Kathleen Gilhooly of Denver, CO.

A loyal and respected employee of Wells Fargo for 19 years, Kevin will be missed by his business colleagues and customers. Kevin spent many happy hours working with his customers but loved getting away to ski, golf and take extensive backpacking trips around the world to exotic locations such as Costa Rica, Turkey and Thailand.

An active member of the WIND board, Kevin believed in giving back to the community.

In lieu of flowers, the family requests donations in Kevin’s memory to one of the following organizations: U.C. Davis Cancer Center Health Sciences Advance-ment, 4900 Broadway, Suite 1150, Sacramento, CA 95820; Sutter Medical Foundation (please designate “The Sharing Place”), 2800 L Street, Sacramento, CA 95820; or WIND Youth Services, Hope for Homeless Teens, P.O. Box 13856, Sacramento, CA 95853.

Congratulations to Darran Littlefield (Accounting ’85) and Point B Solutions for ranking third in Consulting Magazine’s Oct. 26, 2006 national survey for the best places to work. The magazine surveyed the employees of more than 5,000 firms and responses were scored in six equally weighted categories: Leadership, Compensation & Benefits, Culture, On the Job, Work/Life, and Career Development.
That sweet feeling of retirement

After 30 years with Nestlé USA, Mike Erie (Business Administration ’74) is sweet on retirement!

Mike and his wife, Annie, are enjoying spending a few days now and then between travels at their home in Solana Beach. Mike has even found time to visit the Orfalea College of Business to share his career experiences with students.

Mike was instrumental in bringing Mike Mitchell of Nestlé to the Orfalea College of Business, and on March 9, he introduced Mitchell as our second Distinguished Speaker in this year’s series.

For those of you who don’t recognize his full name, perhaps you remember his nickname: “Mazatlan Mike!”

Carmel Valley with her husband and daughter.

Michael Lea (MBA) is the vice president of business development and sales for Coolearth Software in Seattle, WA.

Lisa McSpadden (Accounting) lives in Vista and is the director of investor relations for Premier, Inc. in San Diego.

Penny Pinkerton Gearing (Accounting) is busy with her new career as a consulting associate for RSM McGladrey, Incorporated, part of the RSM International network of firms (McGladrey and Pullen’s Consulting Practice). Penny deals with risk-based internal audit, Sarbanes-Oxley section 404 testing, litigation support, and fraud and forensic investigative work. She lives in Apple Valley, MN, and is a mother of three children: Katherine, Timothy, and Gregory. Penny is active in their activities: martial arts, swimming and scouting.

Kevin Wray (Marketing) is the senior director of product marketing at Navio Systems, Inc.

Class of 1989

David Furrer (Marketing) works in sales for CALVEY Packaging of Sacramento.

Mark White (Finance) lives in Corona del Mar and is the principal of NEVELLWHITE, LLC in San Juan Capistrano.

Class of 1987

Pete Kreiser (Marketing) lives in Granite Bay and is the director of marketing at Core Logic.

Jeff Vasek (Industrial Technology) is self-employed and lives in Santa Barbara. He is married and has three kids.

Class of 1986

Ron Guadagno (Accounting/MIS) is the director of Top Down Consulting in Santa Barbara.

Russell Radom (MBA) lives in La Jolla and is retired from Hewlett-Packard.

Denise Rupard (Finance) is an attorney in her firm, Law Office of Denise Rupard.

Palle Weber (Finance) lives in Huntington Beach and is a sales executive for Midland Paper.

Class of 1985

Daniel McEntee (Business Administration) was the chief financial officer of Globalstar for a number of years, where he was instrumental in redesigning the company’s business model and completing the financial restructuring of the company. In March 2006, Daniel joined InnoPath Software, Inc. in San Jose as chief financial officer. InnoPath Software, Inc. is the industry leader in Mobile Device Management (MDM) integrated solutions.

Linda Sessler (International Business/Marketing) lives in Goleta and is self-employed.

Rockholt enjoys the SLO (County) life

Daryl Rockholt (Finance ’87) is able to live the dream of so many alumni and has moved back to San Luis Obispo County.

After graduation, Daryl took a job with Wells Fargo Bank in San Francisco, working with the company for 10 years before returning to SLO in 1996 to work for Blakeslee & Blakeslee. In 1997, Daryl transferred to the firm’s Paso Robles office.

Pictured at Cal Poly’s Open House 2006 (from left, front row) are: family friend Jacqueline Vitt (English ‘87), Samantha Vitt and Carol Rockholt. Back row: family friend John Vitt (Industrial Engineering ’86), David Vitt and Daryl Rockholt.
An entrepreneur with true vision

Forrest Fleming (Industrial Technology ’78) is the CEO of TrueVision Systems, Inc. in Santa Barbara. Forrest has exemplified the entrepreneurial spirit in Santa Barbara, where he has been the founder of several business start-ups. His latest venture is the leading provider of 3D vision systems for microscopes. For more information about the company, visit http://www.truevisionsys.com/company.html.

Forrest is also a member of the Industrial Technology Advisory Board of the Orfalea College of Business. Pictured congratulating Forrest on his latest venture is OCOB Industrial Technology area chair Lou Tornatzky (left).

Class of 1983

Colleen (Thomas) Hornbacker (Accounting) is a CPA with Moreland & Bologna, Accounts & Consultants, Inc. Colleen has been married almost 18 years and has two daughters, Kathleen and Meghan. She recently returned to work after a 10-year sabbatical to stay at home with her daughters.

Steve Kriz (Accounting) is the director of billing, collections, and cashiering at UC Santa Barbara.

Class of 1981

Peter Godinez (Marketing) works for The Performance Group in Ventura as a technology consultant.

Class of 1979

Albene Catelani (Industrial Technology) is now the division plant manager for Sanmina-SCI in Suzhou, China, and spends most of his time in mainland China.

David Cropper (Marketing) is an agent with Farmers Insurance in Fresno.

Class of 1978

Rick Heer (Finance) is the controller at Global Brand Marketing, Inc. in Santa Barbara.

Frank McDermott (Accounting) is a partner with McDermott, Carty & Associates LLP in Del Mar.

Mark Moseley (Management) is a broker consultant at Coldwell Banker in Santa Barbara.

Class of 1977

Gary Endres (Marketing) is vice president, branch manager, and financial consultant with his firm, A.G. Edwards in Carlsbad. Gary has been married to wife, Betsy, since 1977, and they have three kids: Erin, Evan, and Emily.

Carey Tosello (Management) lives in Sisters, OR, and operates a Business2Consumer e-newsletter service.

Class of 1976

Tom Maraszek (Accounting) is a financial analyst with ATK in Santa Barbara.

Joan Passovoy (Industrial Technology) is the senior manager of board operations for AMCC (Applied Micro Circuits Corporation) in San Diego. Joan recently joined the Advisory Council of the Industrial Technology area of the Orfalea College of Business.

Michael Swanson (Accounting) lives in Encinitas and is the vice president of finance and CFO of Prometheus Laboratories Inc. in San Diego.
Accounting alums start new bank in SLO

Dave Booker, CPA (Accounting ’68), will be the president and CEO of American Principle Bank, a new, full-service commercial bank in San Luis Obispo. Other Orfalea College of Business alumni joining Booker in the enterprise and representing the outside board members will be Michael Bouquet (Accounting ’87), a partner and general manager of Toyota of Santa Maria and Honda of Santa Maria, and Eric Schwegler (Accounting ’90), a CPA and partner at Barbich, Longcier Hooper & King.

“We are proposing a one-branch bank with an extremely high level of service through a robust technology platform and a courier service,” said Booker recently. “We will spend the money on convenience for a customer — we will come to them if they prefer — rather than on bricks and mortar.”

The other board members are David Crabtree, owner of Home & Ranch Realtors and Crabtree Development and Investment; Thomas Madden, an attorney with Adamski Moroski Madden & Green; Cole Minnick, president, CEO and director of California Oaks State Bank; Clint Pearce, vice president and real estate manager of Madonna Enterprises; and Christopher Will, Consulting group manager at Barbich Longcier Hooper & King.

Booker is the chair of the Orfalea College of Business Executive Partner’s Program. Schwefler is a former member of the College’s Accounting Advisory Board.

Class of 1973

Stephen Gray (Economics) lives in Solana Beach and is the owner of Gray & Yorg LLC.

Steve Harrison (Marketing) is director of benefit services for the California Motor Dealers Association — Health Insurance.

Class of 1972

Richard Banks (Accounting) is the owner of Richard C. Banks CPA in Santa Barbara.

Pam (Kaine) Nepstead (Human Relations) lives in El Dorado Hills.

Pam recently retired as a buyer for Aerojet in Sacramento.

Ron Nepstead (Industrial Technology) is the director of site services for Aerojet in Sacramento.

Greg Ronkainen (Marketing) is the president and owner of Mirage Construction in Redondo Beach.

Class of 1971

Rob Hogue (Industrial Technology) lives in Encinitas and is the senior ME at TENG in La Jolla.

Don Van Buren (Marketing) is the president of Consolidated Overhead Door & Gate in Santa Barbara.

Jim Young (Finance/Management) is the president of Pacific Sierra Properties, LLC.

Class of 1969

Bill Abel (Management) lives in Santa Barbara and is self-employed.

William Treder (Management) lives in Greenville, UT, and he’s enjoying his relaxation time.

Class of 1968

John Cinatl (Human Resources) is the transportation planner for CalTrans in Fresno.

John Purdie (Industrial Technology) is retired and lives with his wife, Carole, in Santa Barbara.

Class of 1967

Mark Haase (Management) works in procurement for Aerometals.

Liz (Valenzuela) Gan (Business Administration ’77) visited the Orfalea College of Business booth at Open House 2006 with her husband and daughter, Lauren, who was admitted for fall 2006 to Cal Poly’s College of Liberal Arts.

After graduation, Liz worked in human resources before returning to school to study accounting. She worked in that field for Levi Strauss for 23 years before retiring. Shown (from left): Paul Gan (College of Architecture & Environmental Design, ’76), Liz, Lauren, Lisa Dapron, a family friend and Lauren’s roommate, and Scott Whitcomb, director of finance for 2005-06 for the Orfalea College of Business Student Council.
Dove named Los Osos Citizen of the Year

Every Monday morning, Gary Dove (IT ‘69) updates the electronic marquee that flashes community meeting times, special events and the occasional birthday message to cars that whiz by the intersection of Los Osos Valley Road and South Bay Boulevard in Los Osos. His messages filter weekly through the community, reaching thousands of people.

Gary jokes that he “stupidly” suggested to the Los Osos Rotary Club that they consider an electronic marquee at the intersection as a centennial project. Critics appealed its approval, but controversy didn’t stop Gary from wanting to make his community a better place to live. He has been working with the sign for three years now and feels that it has been accepted because it serves the entire community. In January, Gary was named the Citizen of the Year for Los Osos.

In 1969, when Gary received his bachelor’s degree in Industrial Technology at Cal Poly, the word “entrepreneur” was not commonplace. Yet that is what best described the alum, even at that time – “one who launches or manages a business venture, often assuming risks.”

Gary and his college roommates started a company that made theater lighting dimmers. In 1982, he struck out on his own to form Dove Lighting Systems, Inc.

Designing and building theater lighting controls (not the lights) has been a profitable enterprise for Gary for 25 years. He sells mostly through distributors in North and South America and says that his biggest challenge is marketing his new and existing products.

The entrepreneurial spirit is alive and well in Gary. He can be seen driving to his business in San Luis Obispo in his cobalt blue Fiat, which he converted to an electric car a few years ago. By driving to electric car seminars and showing off his shiny car around town, Gary hopes to encourage more residents to convert their vehicles.

His IT major provided him with the electronic expertise to create the technology, while he also finds that he puts his accounting and marketing classes to use every day too.

Both Gary’s father and wife are Cal Poly alums, and he credits Cal Poly with providing him with the knowledge and confidence he needed to believe that he could strike out on his own and create a successful family business. Gary’s son, Brandon, now works with him at Dove Systems designing electronic components.

Congratulations, Gary!

Honored Alum Siefkin visits and shares sales wisdom

William (Bill) Siefkin (Marketing ‘68) was a surprise visitor to the college in February. Bill came by to say hello and dropped in on some marketing classes with Professor Brian Tietje.

Bill’s career in sales has focused on sales performance. His motto has always been “Don’t sell, but help people buy instead,” and Bill says that slogan has served him well in both the corporate world and in the private sector.

Bill spent 23 years with DuPont before starting his own business in sales performance improvement. He then went to GTE to lead their sales training team, moving on to become the vice president of sales at jobs.com before that company became monster.com.

After that came Verizon, then Ernst & Young as a senior manager, all in sales performance improvement.

Bill credits everything he learned about sales to the learn-by-doing education he got at Cal Poly from outstanding professors like Owen Servatius and Gene O’Connor. He says that O’Connor told him 40 years ago to “forget about plastic; computers are the wave of the future.”

Bill’s advice for anyone interested in sales is to remember that no one likes to be “sold” anything; people are looking for solutions to their problems.

From the Orfalea College of Business’ Honored Alumnus for 1984, consider that good advice.
Tim Gooch’s financial link to the movies

Tim Gooch (Accounting/Finance ’98) works as the director of finance for Movielink, LLC in Santa Monica.

Tim is responsible for reporting to the five studios who partnered to form Movielink – Universal, Paramount, Warner Brothers, MGM and Sony – to inform them of the company’s fiscal health.

Movielink is the leading broadband movie download service offering U.S. customers an extensive selection of new and classic hit movies, foreign films and other hard-to-find content. For more information, visit the company’s Web site at www.movielink.com.

Tim began his career with Movielink three years ago. Prior to that, he worked in audit with PricewaterhouseCoopers in Los Angeles. Tim also worked for a short time as a financial analyst at HBO.

Tim and his wife live in Santa Monica.

A Goldman Sachs promotion for Brett Johnson

Brett Johnson (Finance ’03) was recently promoted to associate at Goldman Sachs.

After completing a six-month intensive training session in New York City, Brett will be back in Century City as one of only 350 private wealth advisors in the Goldman Sachs organization.

Richard Nightingale
Accounting ’71, Partner - Damitz Brooks Nightingale Turner
Morrisett, Certified Public Accountants and Consultants

Peter M. Oser
Business Administration ’79
President - Anixter & Oser

Matthew M. Pease
Vice President, Western Region - Microsoft Corporation

Gregory A. Rodrigues
Business Administration ’84

Horacio Saavedra
Senior Business Manager, Program Planning - Northrop Grumman Space Technology

Martin J. Skrip
Federal Tax Partner - KPMG LLP

Bruce A. Smith
Marketing ’79, Western Division Vice President - Vision Service Plan

Joanne M. Smith
Business Administration ’82
Vice President of Consumer Marketing - Delta Air Lines, Inc.

Linda M. Walker
Human Resources Mgmt ’77, Vice President, Human Resources - Parker Aerospace, Parker Hannifin Corp.

San Luis Obispo Community Advisory Council

Diane Blakeslee
Senior Vice President - Blakeslee & Blakeslee

Lee Ferrero
President/CEO - Private Industry Council of San Luis Obispo County

Dave Garth
President/CEO - San Luis Obispo Chamber of Commerce

Brad Hair (Accounting ’78)
Director - Glenn Burdette Phillips & Bryson

Mike Manchak
President/CEO - Economic Vitality Corp. of San Luis Obispo County

Marco Rizzo (Econ ’88/MBA ’95)
Owner - Café Roma

Anita Robinson
President/CEO - Mission Community Bank

Bob Silva (Bus Admin ’68), CFO - Specialty Construction

Chip Visci
President & Publisher - The Tribune

Kristen Yetter (Bus Admin ’81)
General Manager - Promega Biosciences, Inc.
Industrial Technology Advisory Council

Barry Banducci (CENG ’60) Retired
Michael Bickel (IT ’95, MSI&TS ’02) President - Rantec Power Systems Inc.
Michael Butala (IT ’78) President and CEO - CAL Lighting
Greg Campbell Area Senior VP - Arthur J. Gallagher Risk Management Services, Inc.
Christopher Connors (MBA ’75) General Manager - WILKINS, A Zurn Company
Stuart Crosby (IT ’96, MSI&TS ’03) Staff Program Manager - Qualcomm
Gary Ervin Sector Vice President - Northrop Grumman Corporation
Forrest Fleming (IT ’78) Chief Executive Officer, True Vision Systems, Inc.
Michael Greenelho Owner - California Fine Wire Company
John Hamon (IT ’76) Owner - Hamon Overhead Door Company
Gary Hunt (IT ’79) Senior Analyst - Canvas Capital Management

Joan Passovoy (IT ’76) Sr. Manager of Board Operations - Applied Micro Circuits Corp.
Blair Pruett (IT ’79) Chief Estimator, Structural Steel Division - Global Fabricators, Inc.
Steven Ricklefs Director, Operations Engineering – Pratt & Whitney Rocketdyne, Inc.

Thomas Spengler (IT ’98) Chief Executive Officer – Granicus
John Turner Retired
Ken Ueltzen (IT ’83) VP of Supply Chain Services - Comtek Computer Systems

Packaging Advisory Council

William Archibald Retired
Bill Armstrong Technical Development Manager - Sealed Air Corporation
Kerry Azelton (IT ’90) Senior Packaging Engineer - Logitech
Cindy Baker Vice President - Scope Packaging
James Brown, Jr. CAE, Director of Business Services - Paperboard Packaging Council
Peter Brown (IT ’91) Vice President - Lansmont Corporation
Scott Cernosek President/Owner - Primary Package, Inc.

Edward Church Executive Director - International Safe Transit Association
Dennis Fernandez Principal - DJF Consulting
Sean Gallagher (IT ’03) Account Manager - Owens Illinois
Bob Mallon President - RGM Associates
James Murphy Account Manager, Lavel Solutions Group - Altivity Packaging
Tony Palandrani (IT ’98) Sales Engineer - Garvey Corporation
Adrian Paoletti (IT ’00, MSI&TS ’01) Consultant - Incognito Consulting

Paul Russell Packaging Process Manager - Hewlett Packard Company
Rob Salinas (IT ’85) Director of Packaging Operations - Morning Star Company
Chad Thompson (IT ’92) Retired
Greg Tucker President/CEO - Bay Cities Container Corporation
Herb Schueneman (Honorary member) Director, San Jose State University Packaging Program
Paul Singh (Honorary member) Director, Michigan State University Packaging Program

Accounting Advisory Council

Tom Brooks (Accounting ’74) Partner - Damitz Brooks Nightingale Turner Morrisisset
Mike Byrd (Accounting ’82) Retired
Patti Capell Frank, Rimerman & Co., LLP
Al Carrasco Area Director of Human Resources – Ernst & Young
Thomas Condon (Accounting ’83) Partner – Deloitte & Touche LLP
Tracy Edwards (Accounting ’79) Chief Financial Officer – CaseStack
George Famalett (Accounting ’86) Partner – PricewaterhouseCoopers
Mark Fernandez (Accounting ’94) Ernst & Young
Steve Giusto (Accounting ’85) Chief Financial Officer – Resources Connection
Ron Gong Harris-myCFO
James Hughes (Accounting ’00) Grant Thornton
David Kanner (Accounting ’76) Partner/Owner - Seiler & Company LLP
Steve Kitson (Accounting ’74) Partner - PricewaterhouseCoopers
Wayne Longcrier Partner - Barbich, Longcrier, Hooper & King
Ron Lopes (Accounting ’88) Senior Accountant - KPMG LLP
Mark Lynch Manager - Chevron Corporation
Andrea McGarvey (Accounting ’88) Auditor/Controller’s Office - County of San Luis Obispo
Stephen Moore (Accounting ’98) Vice President, Western Division - Comerica Bank
Mike Mueller Recruiting Manager - PricewaterhouseCoopers
Jeff Osorio VP Finance/Corporate Controller - Cypress Semiconductor
Cecil Robbins Partner - Hayashi & Wayland
Craig Straub (Int’l Bus ‘91) Private Client Group Marketer - Lazar Freres
## Corporations and Organizations

The Orfalea College of Business would like to thank the following corporations and organizations for their generous support for gifts made in calendar year 2006. The names are listed by groups based on their total level of support including direct cash and in-kind gifts, matching gifts, and support provided through contracts, grants and EMP (Engineering Management Program), Partner fees.

### $10,000 to $49,999
- Bert W. Martin Foundation
- The Boeing Company
- California Bank & Trust
- Chevron Corporation
- Computer Associates
- International, Inc.
- EdVenture Partners
- Fidelity Charitable Gift Fund
- KPMG LLP
- Microsoft Corporation
- Syncon Homes of California, Inc.
- United Technologies Corporation

### $5,000 to $9,999
- Coors Brewing Company
- Ernst & Young LLP
- Experts Exchange LLC
- First Bank of San Luis Obispo
- G A L Equities
- Gifford Family Trust
- Goldman Sachs Philanthropy Fund
- HSBC - North America
- Orfalea Family Foundation

### $1,000 to $4,999
- Aetna, Inc.
- American Forest & Paper Association
- Deloitte & Touche LLP
- Dioptics Medical Products, Inc.
- Edison International
- General Electric Company
- Dennis and Janet Govan
- ISTA Educational Foundation
- New United Motor Manufacturing, Inc.
- Northrop Grumman Corporation
- OCIB Dean’s Advisory Council

### $1 to $999
- Package and Label
- Gravure Association
- PricewaterhouseCoopers LLP
- R.R. Donnelley & Sons Company
- Reliance Standard Life Insurance Co.
- River West Investments, Inc.
- Safer Systems
- University Reader Company, Inc.
- Wells Fargo & Company
- Western Packaging Association, Inc.

### $1 to $999
- Goodrich Corporation
- Google
- Hewlett-Packard Company
- IBM Corporation
- Inform
- Intel Corporation
- International Paper Co.
- Intuit
- James Cooley Construction
- Jefferson Pilot Financial
- Jim’s Drafting Service
- Johnson & Johnson Family of Companies
- Juniper Networks
- Leider Commercial Real Estate
- Leong Trust
- Levi Strauss & Company
- Linda Marie Walker Trust
- Lockheed Martin Corporation
- Lomison Business Services
- Maddalena Realty
- Marsh & McLennan Companies, Inc.
- McKesson Corporation
- Metropolitan Life Insurance Company
- Morgan Stanley
- National Association of Manufacturers
- National Semiconductor
- Netsmith
- Network Associates
- NGB Financial Mgmt. Services, Inc.
- Nicholson Construction Company
- Omega Concrete
- Oracle Corporation
- Oregon Christmas Trees
- Pacific Gas and Electric Company
- Packaging Alliance of Texas, Inc.
- Parker Hannifin Corporation
- Pat & Company
- Paul V. Vanni, CPA, CFP
- PepsiCo, Inc.
- Power Machinery Center
- Praxair, Inc.
- The Procter & Gamble Company
- Pure Water Outlet
- Qualcomm, Inc.
- Randall S. Brame Living Trust
- Raytheon Company
- Redwood Construction
- Richard Day Research, Inc.
- Richard J. Phillips C.P.A.
- Rosemary Mojica Insurance Agency
- Safeco Insurance Companies
- Sanders Seed Crop Management
- SBC Communications, Inc.
- Schering-Plough Corporation
- The Charles Schwab Corporation
- The Schwab Fund For Charitable Giving
- Scripps Howard Foundation
- Tom See and Associates
- Sempra Energy
- Sephora USA
- Sheffield House
- Showtel
- Small Business Management Services
- South County Realty
- State Farm Companies Foundation
- Stephen T. Frank Attorney at Law
- Stryker Endoscopy
- Hal Sweeney Real Estate Sales
- Teichert Construction, Inc.
- Temple-Indial, Inc.
- The Adam Family Trust
- The Ferguson Family Trust
- The Zurbuchen Family Trust
- TKV Containers, Inc.
- Toyota Motor North America, Inc.
- Uncle Milton Industries, Inc.
- Union Bank of California N.A.
- United Way of Orange County
- United Way of the Bay Area
- V2K Window Decor & More
- Valassis-Trade
- Valley Mobile Home Service
- Verizon Communications, Inc.
- Vincent Rentals
- VISA International Foundation
- Vista Brake Service & Supply, Inc.
- The W.F. Kane Co.
- Wachovia
- Washington Mutual, Inc.
- Wilkins Zurn Industries
- World Reach, Inc.
- Xerox Corporation
- Yum! Brands
- Dorner Physical Therapy
- Dukane Corporation
- Kodiak Thermal Technologies

## Honor Roll of Donors

In recognition of those who made contributions to the Orfalea College of Business in 2006.

Thank you, donors!
Individual Donors

The Orfalea College of Business would like to thank the following individuals for their generous gifts made in calendar year 2006. All individual donors are given recognition for their support at a designated level.

$200,000 and above
M. Richard and Joyce J. Andrews
Brad A. and Jill E. Doskocil
Arden M. and Robert T. DeVincenzi
David A. and Michelle Cormack
Thomas J. and Lori Condon
Lincoln and Theresa M. Clark
Lisa R. and Michael A. Chalfin
Richard L. and Doris M. Caldwell
Thomas A. Burhenn
Ryan S. and Andrea Bristol
Kara W. and Samuel N. Blakeslee
Garrett A. Rajkovich
Paul and Natalie Orfalea
Philip J. and Klina Oberti
Lee A. Doble and Kimberly B. and Russell P. Nash
Laurie Mullen
Richard A. Bergquist and Darran S. and Janet R. Littlefield
John R. and Marcia L. Lindvall
Paul J. and Jennifer H. Gifford
Robert W. and Christine Terpening
Teresa A. Swartz
Christine M. and David M. Sullivan
Richard C. Banks
Charles B. and Antonia M. Barber
Sandy Bardas
Patricia K. Bardecker
Michael S. Bardsley
Carrie M. Barham
Carmen R. and Joseph D. Barone
Margaret Barrett-Blach and Michael J. Blach
Jana Barsten
Dale J. and Michelle E. Barthel
John R. Bartlett
Robert E. Barwick II
Debbie and Richard J. Basile
Thomas J. and Wendy C. Bastis
Joseph M. Basunio
Gina M. Batali-Brooks
Bruce and Terri Batinich
Scott A. and Teresa L. Battenburg
James J. and Mary M. Baucher
Bryan C. Baum
Heather A. Baumruk
Jose P. and Linda Bautista
Cynthia K. Bayless
Eric J. and Kara S. Baysinger
James R. Beasley
Coleen M. and Frank T. Beavers
Michael M. Becerra
Lisa A. Beck
Buck T. Becker
Gwendolyn M. and Michael J. Becknell
Barbara A. Beeger-Kanner and David T. Kanner
Kaz Begovich
Sharon A. and Norman J. Beko
DeAnne M. and Ernest M. Bell
Justin J. Bell
Michael J. Bellandi
Linda J. Belfi
David E. and Debra J. Benson
Panette G. Benson
Donald A. and Sandra R. Berezin
Daniel C. and Diane F. Berg
Jo Ann Berger
Barbara and Bryan Bergsteinsson
Hilary J. Berkey
Robert M. and Deborah A. Berry
Barbara A. Bethel
Susan and Walter Bethel
Ann E. Bettelheim
Dina L. Bettinsoli
Steven G. and Janet L. Betts
Rafael E. Beyer
Kevin M. Bezonsky
Danny L. and Linda R. Biesel
Travis C. Binen
Charles K. and Imelda C. Birkett
Melissa S. Bishop and Evan P. Sims
David B. Bitner
Martha J. Blauw
Harry and Lea Black
Nicole E. Black
Ronald L. and Julie Black
Bryan J. Blanchett and Nan Ater
Brigid E. Block
Mary L. Block
Christina L. and Jeffrey M. Bloom
Norman H. and Rita Blumstein
Anne T. and Sinclair W. Blythe
Patricia M. Boaz
David M. and Anne C. Bocognone
Stephen R. Boehm
Jack and Debra Boogaard
Steven L. Boone
Lauren A. Borelli
Angela and Norm A. Borin
Robert Boschart
Jason A. Bouey

$10,000 to $99,999
Janice B. and John S. Maher
Judith E. and Thomas S. deRegt
William L. and Sheri L. Chillingworth
Joann and Stan Benson
Mike and Dolores Mantle
Donald A. and Deborah A. Allen
Andrew M. and Deborah A. Allen
Heather Alexander and Donna D. and Ernest H. Alcorn
Elena L. Albertoni
Cathy L. and David J. Akers
Lorraine M. Adams
Teri W. and Andre B. Adam
Phillip F. Acker
Martin A. Acampora
Mona S. and Robert D. Whitley
Kevin D. Slater
Seona A. and Jeffrey B. Lampman
James R. and Esther A. Landreth
Luke A. and Deborah K. Lands
Henry W. Lane
Janice K. Langley
Dennis D. Law
B. Quentin Lilly
Dixie K. and Ronald J. Lopes
Gary H. and Jill K. Matuszak
Leslie A. McKinley
Joan C. Passovoy
Diane and Martin J. Skrip
Joan C. Passovoy
Diane and Martin J. Skrip
Janice K. Langley
Dennis D. Law
B. Quentin Lilly
Dixie K. and Ronald J. Lopes
Gary H. and Jill K. Matuszak
Leslie A. McKinley
Joan C. Passovoy
Diane and Martin J. Skrip
Kevin D. Slater
Sharon K. and Thomas P. Smith
Christine M. and David M. Sullivan
Teresa A. Swartz
Robert W. and Christine Terpening
Daniel A. Troy
Brian C. Vail
Mona S. and Robert D. Whitley

$100,000 to $199,999
M. Richard and Joyce J. Andrews
Joan and Stan Benson
William L. and Sheri L. Chillingworth
Judith E. and Thomas S. deRegt
Janice B. and John S. Maher
Leslie A. and Matthew M. Pease

$5,000 to $9,999
David R. Booker
Robert W. and Charlotte Ehlers
Paul J. and Jennifer H. Gifford
Frederick T. and Judi A. Honoré
Joan and John S. Hoch
Leslie A. and Matthew M. Pease

$1,000 to $4,999
Robert T. Berg
Kara W. and Samuel N. Blakeslee
Ryan S. and Andrea Bristol
Thomas A. Burhenn
Richard L. and Doris M. Caldwell
Lisa R. and Michael A. Chalfin
Lincoln and Theresa M. Clark
Thomas J. and Lori Condon
Joan and John S. Hoch
Leslie A. and Matthew M. Pease

$1 to $999
Martin A. Acampora
Philip F. Acker
Toni W. and Andre B. Adam
Lorraine M. Adams
Michelle D. Adams
Cathy L. and David J. Akers
Eleni A. Albertoni
Donna D. and Ernest H. Alcorn
Heather Alexander and John K. Swinnerton
Scott A. and Teresa L. Battenburg
James J. and Mary M. Baucher
Bryan C. Baum
Heather A. Baumruk
Jose P. and Linda Bautista
Cynthia K. Bayless
Eric J. and Kara S. Baysinger
James R. Beasley
Coleen M. and Frank T. Beavers
Michael M. Becerra
Lisa A. Beck
Buck T. Becker
Gwendolyn M. and Michael J. Becknell
Barbara A. Beeger-Kanner and David T. Kanner
Kaz Begovich
Sharon A. and Norman J. Beko
DeAnne M. and Ernest M. Bell
Justin J. Bell
Michael J. Bellandi
Linda J. Belfi
David E. and Debra J. Benson
Panette G. Benson
Donald A. and Sandra R. Berezin
Daniel C. and Diane F. Berg
Jo Ann Berger
Barbara and Bryan Bergsteinsson
Hilary J. Berkey
Robert M. and Deborah A. Berry
Barbara A. Bethel
Susan and Walter Bethel
Ann E. Bettelheim
Dina L. Bettinsoli
Steven G. and Janet L. Betts
Rafael E. Beyer
Kevin M. Bezonsky
Danny L. and Linda R. Biesel
Travis C. Binen
Charles K. and Imelda C. Birkett
Melissa S. Bishop and Evan P. Sims
David B. Bitner
Martha J. Blauw
Harry and Lea Black
Nicole E. Black
Ronald L. and Julie Black
Bryan J. Blanchett and Nan Ater
Brigid E. Block
Mary L. Block
Christina L. and Jeffrey M. Bloom
Norman H. and Rita Blumstein
Anne T. and Sinclair W. Blythe
Patricia M. Boaz
David M. and Anne C. Bocognone
Stephen R. Boehm
Jack and Debra Boogaard
Steven L. Boone
Lauren A. Borelli
Angela and Norm A. Borin
Robert Boschart
Jason A. Bouey
Michael D. Bouquet
Breanna R. Bouska
Charles A. and Jeanne Bove
Stacy L. and John D. Bower
Christopher W. and Ellen L. Bowen
Glenn W. Boyd
Jeannie A. and Joseph J. Bradbury
Andrew N. Bradley
Julia F. Brady
Randall S. Brame
Neil E. Bray
Erling A. and Karen M. Breckan
Stacey M. Breitenbach
Dawn R. and Matthew S. Brenner
Joshua R. Brister
Alexander Y. Brodd
Barbara L. and Kevin R. Brooks
David K. and Susan E. Brown
Roderick R. Brown
Alexander P. Brug
Larry P. and Linda E. Brug
Jeffrey M. Brummett
Therese A. Brunelle and
Patrick R. Clifford
Jennifer R. and Jason A. Brusa
Pamela L. Bryant
Steve F. and Greta Buckley
Paul L. Bujoj
Joyce S. and Norman R. Buller
George F. and Kimberly A. Bullman
John A. and Patsy Anne Burch
Mark S. Burdick
William F. and Barbara Burkart
Thomas J. and Tina Burke
Gary C. and Nelia Burns
Jessica P. Burns
Mary K. Burns
Corinne R. Burt
Yvette K. Burtseh and
James G. Smith
Scott R. and Ann E. Busch
Byron W. and Amy A. Butler
Dena R. Cagliero
Richard J. Cahall and
Christina Orr-Cahall
Carol C. and Florentino P. Calip
Jane E. and Richard R. Callahan
Michael A. and Muna F. Calvert
Mary and David Cammack
David H. Camp
Al B. and Evelyn Campbell
Jennifer R. Canova
Christopher M. Canoles and
Marisa J. Hurlbut
Jennifer D. Cozzi
Brian F. and Susan Cardello
Melinda A. Carey
Gail B. and Gail Carlson
Randall N. Carpenter
Janice P. Carr
Brenda and Reggie Carr
Al A. and Marianne Carrasco
Francisco Carrasco Jr.
Jeremy W. and Lisa A. Carrasco
Kecia M. Carrasco
Nancy C. Carrell
Marcus A. and Jamie L. Carson
Jeanine G. Carson-McCreary
Glenn A. Carter
Frederick R. and Martha M. Carter
John T. and Sharon L. Cassidy
Edward C. Castle
Darius C. and Maria Elena A. Cerezo
Meline M. Chakalian
Daina M. Charland
Curt A. Chase
Andrea S. and Randy L. Chavez
James S. and Amy E. Chergey
Ryan D. Childers
Daniel W. and Mona R. Chin
Deborah K. Chittick
Craig T. and Ann M. Chrisney
Susan L. and Randall Chritton
Andrew Y. Chung
Eur J. Chung
Sun Y. and Sung S. Chung
Keith C. Chura
Henry L. and Marjorie R. Clardy
Hunter T. and Sara Clark
Richard D. Clark
Jennifer L. Clarke
Andrew M. and Elisabeth P. Cloninger
Steven J. Cobb and
Tamara G. Flowers
John R. and Diane M. Codding
Gary J. and Nancy L. Coelho
Donald F. and B. Ashleigh Cole
Lorraine A. Colyer
Claudia E. and Richard Conger
Bart W. and Teresa L. Connolly
Richard P. and Carol R. Connolly
Christopher A. and
Sharon D. Connors
Christine N. Conzen
Richard L. Coole
James K. and Patricia S. Cooley
Mark A. Cooper
Sean R. and Cindy A. Cooper
Karen A. and Stephen R. Correll
Christopher S. Couture
David L. Couture
Elizabeth J. Cozzi
Carson Crain
David P. and Rebecca J. Cramer
Jeffrey H. Cranor
Melinda M. Creamer
John W. and Linda M. Creek
Cristina G. and David J. Cristofano
George M. and Linda W. Crosier
Jill A. Crothers
Nancy K. and Richard A. Croxall
Brian J. and Jennifer S. Cuneo
Gary E. Cunningham
David A. Curtis
Leota M. and Thomas A. Curtis
Robert J. Curulla
Gregory A. and Shelli S. DeCunha
Carol J. Dahlhauser-Duncan and
David L. Duncan
Cyndi Dally-Gross and
Richard S. Gross
Carol T. Dana-Fullam and
Michael R. Fullam
William L. Daniel
Karl M. Dari
Barbara C. and H. J. Datter
Annette M. Davide
Danielle Davidson
Clayton E. and Jennifer J. Davis
Samuel V. Lee and Dawn M. Davis
Timothy B. and Tina E. Davis
Laura D. and Rick D. Dawley
Anthony P. Dawson
Steven S. Deacon
Pamela DeBarr
Donald L. and Rita M. Decker
Ben A. and Suzanne DeJong
Daniel and Joyce S. De La Garza
Scott M. and Jo Lynn Delanty
Gabriel DeLaRosa
Donald S. and Paula Delay
Christina M. and Patrick M. DeLong
Jeffrey T. Dimercurio
Stephen M. Dennis
Gregory A. and Sylvia M. Desin
James D. and Jennifer B. DeSpenza
Gregory F. and Jean D. Dessel
Liane K. and Jason Detering
Richard E. DeVaney
Jason P. DeVera
Diana B. DeWitt
Robert R. Diener
Michael K. and Ana R. Dilley
Michael K. and Mollie M. Dilbeck
Scott L. Dilling
Kevin L. Dingle
Jean dit
James B. Divinagracia
Diane D. and Thomas A. Dixon
John and Sharon L. Dobson
Glenn A. Doherty
Kerry E. and Patrick J. Dolan
Kevin O. Dolan
Andrew D. Dorn
Peter F. and Jeanne M. Dorn
David and Pam Dorner
Bryan J. Dornon
Bruce B. and Gari A. Douglass
Linda and Glen Dragovich
Ruth Drandell
Walter G. and Lisa C. Duflock
Sandra L. and Donald A. DuFosee
Laurence P. and Linda S. Dugoni
Paul B. Dumas
Cynthia L. and Steven F. Dummit
Julie L. Dunkan
Donald G. and Susan L. Duquette
Lanelle L. Durst
Richard C. and Deborah J. Dyer
Noa L. Dylstra
Ronald C. and Carolyn Earl
Thad E. Eaton
Charles C. and Sheri A. Edmonds
John B. and Rachel R. Edwards
Kimberley J. and Tad W. Edwards
Erie E. Eutich
Robert M. Egan
Jennifer L. Egginton
Elaine C. and Wallace G. Elliott
William O. and Robin L. Elson
Kathleen H. and Leon Elwell
Anna-Louise and Michael J. Emrich
Wallace E. English
Thomas D. and Patricia Enns
Thomas G. and Harriet S. Erbes
Barbara J. Erdman
Steven A. Ernst
Scott P. and Rebecca L. Erwin
Christopher B. Escher
Christina Z. Esfahani
David J. and Bonnie J. Eskenazi
Larry L. and Teresa L. Eskew
Lauren M. Etcheverry
Kristeen K. Eto
Samuela A. Evans
Jane L. and Robert L. Ewing
Kristen G. Ewing
Gustavo and Delores A. Ezcurra
Jonathan R. and Leena M. Faerber
Laura S. Fahr
Kathleen A. and Bob Fairbanks
Kenneth G. Fall
Theodore A. and Patti C. Fallati
Kevin M. and Kim M. Farrell
Rick Fatzer
Heather C. Faucher
HONOR ROLL OF DONORS

Steven R. Fauzy
Danny L. Fearnow
Melissa C. Feider
Ronald C. and Nancy Felder
Catherine T. and John M. Fennell
Sharon M. and James C. Fereira
Douglas A. Ferguson
Carol K. Ferguson
William T. and Christine Fenn
William and Robert R. Fernandes
Mark R. and Cara G. Fernandez
Sammy S. and
Carmelita C. Fernandez
Gary B. and Harriett A. Fernstrom
Lisa A. and Ronald J. Ferranti
Peter J. Fife
Gennaro F. and Kathleen J. Ficile
Mike and Teresa Ficile
Dawn M. Findley Groves and
Thomas W. Findley
Sonia J. Fiorenza
Craig B. Firpo
Wendy N. and Robert S. Fisher
David A. Fishman
Leslie B. and Mark S. Fisk
David J. Fitzgerald
Tamara A. and Harold D. Fletcher
Laurie H. Flores
Barry D. and Karel J. Floyd
Steven R. and Jane M. Fly
Janet L. Ford
Michael and Mary Elizabeth Forman
Pat and Katherine A. Forster
Anne and Led L. Fortini
Michael J. Fortino
Braden and Inetha Foster
Stephen T. Frank
Steven J. and Mary Kay Z. Frank
Debra L. and William Frederickson
William P. Fredrickson
Clayton E. Freeman
David E. and Karen R. French
Jane M. Frye
Maria I. Fuentes
Burt E. Fugate
Mark C. Fugate
Edna T. and Goro I. Fujiwara
David B. and Terri M. Furrer
Judy L. Gabriel
Kraig D. Gadsby
Robin E. and Paul M. Gage
Jose R. and Ligaya R. Galicinao
Gregory M. Gallant and
Christine P. Nolte
Darren K. Gallina
Debbie L. Garcia
Mark Garfield
Julie T. Garibaldi
Dewey M. and Janet E. Garwood
Jody J. and Kevin C. Gaspar
Dennis P. Geary and
Kathryn J. Calafato
Kenric P. Gee
Justin C. Gennock
Maria K. and Patrick E. Geoghegan
Janet S. George
Robert S. and Maria Giacomelli
Judith G. Gibbs
John C. and Rebecca A. Gilbert
Kevin A. Gilhooly
Deborah C. Gilliland
Carol A. and Michael S. Gillespie
Richard J. Gilson
Alan Gin
Sandra L. and Robert L. Goldberg
Brandon T. Gooch
Roger T. and Kim L. Good
John M. and Janice W. Goedeme
Michael P. Gorski
Nancy L. Goos
Lora E. and Rex A. Goulding
Lance H. and Tracy Goullette
Joshua M. Grace
Byron Grant
Ian A. Gray
Stephen L. Gray
David and Lois S. Green
Kenneth S. and Michelle F. Green
Benjamin S. Greenaway
Joshua A. Greenbaum
Jay A. and Marsha B. Greenstein
Robert G. and Carol Grosse
Benjamin S. Gubitz
Kirk E. and Rae A. Guilette
Jerry R. Gunn
Mark W. Gustafson
Patricia A. and Paul C. Gwizdak
Brian M. Haberlin
Laura E. and Jeff Hacker
Catherine M. and James P. Hackett
Todd S. Hackett
John D. Haigh
Blaine D. and Gloria G. Hall
Lawrence L. and Jennette L. Hall
Lila P. Hallett
George V. and Carol Hamill
Carl F. and Joanne K. Hammer
Jon R. and Sylvia O. Hanes
Frederick K. and Sandra D. Haney
Matthew D. Hanna
Gregory M. and Donna G. Hannah
Judith M. and Ted J. Hannig
Curtis W. and Dana L. Hansen
Jess V. and Joan Hansen
Stephen F. Hansen
Reid E. Hanson
Richard M. and Socorro Hanson
Stephanie K. Hanson
Jack and Stephanie D. Harkness
Eric A. and April Harnish
John B. and Mary Jo Harrell
Susan L. Harrell
Grant L. Harris
Helen M. and Steven C. Harris
James G. and Margery J. Harris
Steven J. Harris
Mary L. and James P. Harvey
John P. Hatcher
Susan T. Hatlen
Gerilyn W. Hausbach
Douglas C. Hawkins
Beth S. and Hal E. Hawthorne
Garrett T. Hayashida
Angela M. and Stephen M. Hedberg
Rick L. Heer
Robert W. Heideman
Marianne Heinen
Gerald L. and Sherry E. Heinrich
Adam B. Heintz
Kurt and Claudia Heisinger
Brian J. and Sheila Hellenga
Donald and Melanie J. Helmich
Jeremiah J. and Leslie J. Hanch
Brian D. and Nannette G. Henderson
Emily D. Henderson
Julie A. and Paul E. Henderson
John L. and Susan Hendrixson
Michael J. and Tracy L. Henry
Michael L. and Michele L. Henry
Lisa A. and Michael B. Hensley
Anita S. Long and Derald J. Herinckx
Lisa R. Herman
Andrea Hernandez
Gwen M. Hernandez
Mark B. and Amy Hersman
Richard E. Herter
Edna E. and Glenn A. Hetcher
Steven B. and Nancy K. Heymann
Robert D. and Kelly R. Hicks
Perri P. and H. John Hightower
Harold F. and Patricia A. Hikler
Bradley R. Hill
Casie E. and Travis A. Hill
David A. Hill
Roland P. Hill
Niki L. Hintergardt
Chana K. and Paul K. Hiranaka
Ann and Michael Hix
Janet K. and William E. Hodge
Patrick A. Hoehne
Melinda M. Hoffart
Randy B. and Lynne M. Hoffman
Ronald E. Hoffman
Robert B. Hogue
Scott M. Hokama
Janelle E. Holcombe
David L. and Brigitte A. Holling
Douglas W. and Michelle M. Holmes
Fred C. and Susan A. Holmes
Merrill D. Holmes II
John H. and Marcia D. Holmgren
Russell D. and Barbara A. Honsaker
Michael P. and Bridget Hoover
Carlen D. and Jennifer Hoppe
Cindy L. and William Horner
David A. and Julie C. Hosford
Carolyn and Leland B. Houseman
Kathleen J. and Michael A. Hoversten
Angelica A. Huerta
Jean E. and Glenn Huettis
Bill Hughen
Stephen and Susan K. Hughes
Edward N. and Elizabeth Hugo
Gary P. and Karen W. Hunt
Maria Vargas Hunter
John D. Hurley
Meni A. Hutchinson
William R. and Christina L. Huth
Jennifer L. Ignacio
Richard C. and Maile Ineman
William G. Ingalls
Dan and Becky Inseep
William D. Isaman
Sara E. Isenhour
Louis M. Iuiriria
Benjamin F. Iverson
Sarah C. and Trevor L. Jackson
Tni K. Jackson
Richard C. and Margaret M. Jacobsen
Robert M. and Sandra L. Jamison
Richard H. Janney
Suzanne C. Jaques
Steven Jarosovskiv and Ellen St. John
Brian G. and Tamara L. Jenkins
Daniel G. Jenkins
Jason C. Jenkins
Jutta E. and William Jenkins
Andrew J. and Krista L. Jespin
Denette K. and William R. Jespersen
Andrei N. and Jennifer N. Jigalin
Vincent D. and Linda M. Jimno
Karim M. Joerger
Kent L. and Kristen H. Johansson
Stacey L. and Daniel L. Johns
David R. and Deborah E. Johnson
Jack T. Johnson
Harold F. and Lynn K. Johnson
Keith E. Johnson
HONOR ROLL OF DONORS

Tiffany K. Nash
Gary F. Nelson
Toni Y. Nelson
Pamela D. and Ronald R. Nepstead
Patrick L. and Alison J. Newbold
Thomas F. Newhard
Barbara A. and John R. Newton
Brandie N. Newton
Christine A. and Leroy K. Newton
Phuong H. Nguyen
Mara R. and Ryan Nicholson
Michael S. Nicholson
Martina Nino
Elizabeth A. Nolan
Kathleen E. Noonan
Steven R. Napoli
Donald E. Nordensten Jr.
Jennifer E. Gusman Norin and
Steven W. Norin
Kirsten M. and Alan Norling
Scott C. Norquist
Kenneth R. Nurisso
John R. and Karen L. Nydam
Patrick B. Oates
Janice M. O’Brien
Kathleen E. and Michael J. O’Connor
Danny C. and Judy A. O’Day
Kerry M. O’Day
Bruce A. Odellberg
John C. and Michelle Offner
Timothy R. and Robin E. O’Hara
Lynn M. and Kenneth D. Olson
Scott C. Gawel and Erin Olson
Marilyn S. and John L. O’Neal
Joan C. Orr
Elizabeth A. and Mark A. Ortega
Amber N. Oxsmann
Eric E. Owiesny
Christy A. and Michael E. Palmer
Michael D. Palmer
Jim and Alison Pangburn
Gordon M. and Susan L. Park
Jessica E. Parker
Christopher L. Parkinson
Sherri Y. and David S. Parkinson
Frances M. Parrish and
Kenneth M. Walker
Walter G. Parrish
Jennifer N. Parsons
Pamela J. Parsons
Christopher C. Pasley
Pritesh A. Patel
Andrew A. Paul
Douglas A. Paul
Amy L. and Sean A. Payne
Charles A. and Kathryn L. Pearson
Rufus J. Pearson
Nancy E. PeBenito
Gary and Rosalene Pechersky
Kristina Vitolis Pela and Fabrizio Pela
Mark G. Pelletier
Richard Peral
Nancy A. Perkins
Laura J. and Mitchell W. Perry
Robert J. and Sheri R. Perry
David N. and Karen S. Pessin
Susan M. Peters
Frederick M. and Virginia L. Peterson
Jeanne F. Petruzzello
Garald F. Pettersen
LaChelle K. and Michael K. Pettit
Jaime A. Petty
Linda S. and William M. Pfeifer
James L. Phillips
Richard J. and Karen C. Phillips
Roger W. Phillips
Rigoberto R. Picazo
Reid W. Pieper
Kimberly M. Pilger
William P. Platz
Gregory R. Plumlee
John B. and Mary A. Poe
Philip E. Poindexter
Jeanne Pollock
Chad R. and Elizabeth A. Pond
Steven C. and Karen T. Popp
Darlene C. and James T. Porta
Denis Potter
Gregory L. Potter
Darla J. and Stephen W. Powell
Richard S. and Barbara E. Power
Kathleen A. and Thomas Prager
Ronnie Pragy
Christina E. Pralh
Bill A. Price
Kevin C. Price
Matthew R. Price
Robert P. and Kelli Primavera
Michael B. Privett
Blair S. and Jane M. Pruett
Alan A. Puccinelli
Michael J. and Cristina S. Pugh
Carol A. and Stephen H. Pulford
Thomas M. and Sandra Pulido
Andrea D. and Christopher E. Pulver
Jeffrey N. Punches
Alexis H. Purcell
Carole A. and John D. Purdie
Debra J. Pursell
Steven J. and Antonia M. Quanstrom
Karen E. Quick-Suryan and
Steven J. Suryan
Danielle Y. and Michael J. Quinton
Lisa M. and Lou Quiroz
Andrew R. Rackauskas
Cynthia E. and David M. Radovich
Elaine S. Radovolsky
Cyrus A. Ramezani
Christina R. Ramirez
Alfred E. and Betty J. Ramos
Kimberly R. and David E. Ray
Bejhan P. and Gail E. Razi
Gwendolyn H. and Patrick M. Rea
Catherine A. and
Timothy G. Redmond
Paul C. and Valerie Reed
Brian W. and Karen A. Reed
David M. and Jodie Reff
Joy D. and Silvio Reggiardo
Jane K. and Mark Reilly
John A. and Sue E. Rembaco
Mac R. Renfro
Giselle C. and Stephen W. Rhodes
Vernon M. Ribeiro
Ann S. and Henry W. Rible
Karen M. Rice
Tim A. Ridout
Margaret L. Riegel
Judith L. and Kenneth D. Riener
Cecelia M. and Richard S. Riggins
Daniel W. and Linda M. Rinehart
Matthew J. Rink
Ronald L. Ritter
Kyle R. Roberson
David W. Robertson
Kenneth D. and Margaret Robinson
Patrick J. Robinson
Daryl and Carol A. Rockholt
Kristy D. and Ross Roesner
David A. Rogers
Deborah M. Rogers
Monica M. Rohifes
Angelica M. Roldan
Michael A. Rolls
Tina J. Romani
Jodi M. Romano-Besket and Michael D. Besket
Connie L. and Robert J. Rose
Gordon P. Rosete
David L. Rosol
Sharon A. and
Stephen E. Rowenhorst
Joseph C. Roy
Leslie K. Rush
Dean H. and Patricia W. Rupprecht
Renee Seals-Russian and
Charles P. Russo
Emma L. Ruszicka
Joseph J. Ruszicka Jr.
Carol A. and Thomas H. Ryan
Sanny N. Ryan
Dimitria I. Sakelarios
Herb E. Salinger
Gary S. and Rina Salzer
Janie H. and James Samuel
Karol R. and Susan L. Sanders
Linda K. and Ronald A. Sandretti
David F. and Lesa R. Sanino
Phillip D. and Mary L. Sansom
Robert W. Sator
Edward D. and Julie A. Sattler
Ray S. Saturnino
Jose Y. and Linda M. Saucedo
Maureen E. and
Thomas E. Saulpaugh
David B. and Stephanie Sayer
Michelle F. and Uwe Schafer
Benjamin D. Schein
Gregory T. Schellen
LuAnn Schend
Ernest P. and Mary Schenone
Christopher S. Scherer
Michael A. and Shellie B. Schmitt
Douglas F. Schneider
Jane and Richard Schnyder
David D. Scholling
Kurt C. Schroeder
James M. Schultz
Allan R. and Julianne M. Schulze
Matt A. Schunk
Zale D. Schuster
Amy C. and Roberts M. Schwartz
Kristin A. Schwartz
Lisa K. Schwartz
Eric J. and Traci L. Schwefler
Robert G. Schwiers Jr.
Thomas B. See
James A. Segner
Brian M. Serafino
Brook E. and Janel R. Serafino
Peter D. Serrano Sr.
Brett A. and Laura L. Setness
Kaushal R. and Ravindra M. Shah
James A. Shammans
Patricia A. and Richard B. Shank
Limor Shapira
Larry N. and Nicole A. Sharp
Tarrick Shawa
Brenda S. Shelley
Larry J. and Linda Shephard
Margaret E. Sherer
Joel A. Sherritt
David L. and Patricia K. Shields
Carol M. Shells
Ben A. and Tracey Shindler
Karen D. Shipley
Armen R. Sirinyan
Clayton D. and Deanne M. Shong
HONOR ROLL OF DONORS

ORFALEA BUSINESS | COLLEGE & ALUMNI MAGAZINE | 45
Orfalea College of Business Directory

Dean's Office: 805.756.2705
Dean: Dave Christy, Ph.D.
Associate Dean of Undergraduate Programs: Doug Cerf, Ph.D.
Associate Dean of Graduate Programs & Faculty Development: Chris Carr, J.D.
Administrative Analyst/Specialists: Dolores Flores, Karel Floyd
Director of Advancement: Pamela McClure, CFRE
Director of College & Alumni Relations: Leslie McKinley
Administrative Support Coordinator – Advancement & Alumni Relations: Sheila Smith

Undergraduate Program Support Offices
Accounting
Interim Chair: Doug Cerf, Ph.D. ......................................................... 805.756.2084
Administrative Assistant: Norinne Morris ........................................ 805.756.1543

Economics
Chair: Steve Hamilton, Ph.D. ................................................................................................ 805.756.1764
Administrative Assistant: Sharon Reese .................................................. 805.756.2783

Finance
Chair: Cyrus Ramezani, Ph.D. .................................................................................................. 805.756.1763
Administrative Assistant: Sharon Reese .................................................. 805.756.1472

Industrial Technology
Chair: Lou Tornatzky, Ph.D. .................................................................................................. 805.756.2680
Administrative Assistant: Sandy Edar .................................................. 805.756.2676

Management
Chair: Rami Shani, Ph.D. .................................................................................................. 805.756.2680
Administrative Assistant: Sandy Edar .................................................. 805.756.2012

Marketing
Chair: Norm Borin, Ph.D. .................................................................................................. 805.756.1762
Administrative Assistant: Norinne Morris ........................................ 805.756.1543

Graduate Program Support Offices
Director: Chris Carr, J.D. ................................................................. 805.756.2637
Assistant Director: Victoria Walls ..................................................... 805.756.2637

Assessment Program
Assistant: Mark Grimes ........................................................................... 805.756.1768

Administrative Services: 805.756.2704
Supervisor: Jeannie Souza

Advising Center: 805.756.2601
Advisors: Kris McKinlay and Charity Romano

Computer Lab: 805.756.2635
Director: Richard Asplund ................................................................. 805.756.6740
Supervisor: Maria Rorabough ............................................................ 805.756.2688

Media Services
Media Presentation Specialist: Stephen Hughes .................................. 805.756.2983

General Information
OCOB Information ................................................................. 805.756.2704
OCOB Website .......................................................................................... www.cob.calpoly.edu
OCOB Fax ..................................................................................................... 805.756.5452

Editor: Leslie McKinley  Publication Design: Shirley Howell  Photography: Tony Hertz, Stephen Hughes, Leslie McKinley

The Orfalea College of Business College & Alumni Magazine is not printed at state expense.
Are you searching for the right words?

If you are considering a provision in your will or living trust that will benefit the Orfalea College of Business, the following sample language may be helpful to you and your professional advisors:

- I give, devise and bequeath to the California Polytechnic State University Corporation – a nonprofit corporation located in San Luis Obispo, California – the sum of $____ (or property herein described), to be used for the general educational purposes of the Orfalea College of Business as the dean, in his/her sole discretion, may deem advisable for the best interests of the College of Business.

Another option:

- I give, devise and bequeath to the California Polytechnic State University Corporation – a nonprofit corporation located in San Luis Obispo, California – the sum of $ ____ (or property herein described) to create an endowment in perpetuity. The income therefrom shall be used to benefit the Orfalea College of Business for (description of primary purpose, such as student support, faculty support, or specific program or capital project). The gift shall be known as “The Memorial Endowment.”

Please call Pamela McClure at 805.756.2951 if you have questions.

If you have already included the Orfalea College of Business in your estate plans, please let us know – we would like to thank you for your commitment by welcoming you into the Legacy Club.

*This information is provided merely as an example and is not intended to be a substitute for legal advice.

Pledge your support to the Orfalea College of Business!

- I/We want you to know Cal Poly is already included in my/our estate plan.
- This is a pledge in my name only.
- This is a joint pledge in the names printed below.

Date ________________________________

Printed Name(s) _________________________________________________________________

Address _____________________________________________________________

City/State/Zip _____________________________________________________________

Phone __________________ Fax __________________ E-Mail Address ________________

Signature _________________________________________________________________

- Enclosed is my gift of $ ______________________________

Matching Gift Employer __________________________________________________________________________

Please designate my gift to the following area:

- The Dean’s Action Fund
- Accounting
- Economics
- Finance
- MBA Program
- Management
- Marketing
- Industrial Technology
- Other ________________

Matching Form Enclosed?  ❑ Yes  ❑ No

For credit card payments, please complete the following:

VISA  ❑ MasterCard  ❑ Discover  ❑ AMEX Exp. date _____________

Name as printed on credit card _______________________________________________________

Credit card number _______________________________________________________________

Signature _________________________________________________________________

Thank you for your commitment to Cal Poly!

Please make your check payable to The Orfalea College of Business. All contributions are tax deductible as permitted by law. Questions? Call 805.756.2951.

For proper credit, please return your form with your gift to:

The Orfalea College of Business
1 Grand Avenue, Cal Poly, San Luis Obispo, CA 93407-0300
Attn: Pamela McClure
Q0014
In the spring, a young business student’s thoughts turn to – well, graduation ...

This young man is all dressed up for commencement! It’s almost here – this year’s spring ceremonies will be held on Saturday, June 16, in the newly remodeled Alex G. Spanos Stadium.

The University Grad Center opens May 21, 2007, in El Corral Bookstore. Candidates pay the commencement fee, obtain 10 guest tickets and detailed instructions, and order and pay for caps and gowns. Check with the bookstore’s Customer Service at 756-5321 for Grad Center hours and questions regarding commencement tickets, fees, or academic regalia.

The Orfalea College of Business general ceremony will be held at 3 p.m., followed by the area-specific ceremonies. Please go to the college Web site at http://www.cob.calpoly.edu/ and click on the “Commencement” link to learn more about this year’s activities.

For more information about this handsome young grad and what he has done with his career, see the story about Dave Booker on page 35.