



# College of Business

Fall 2015

January 1, 2016

EXCELLENCE ~ COLLABORATION ~ PASSION ~ INTEGRITY ~ INNOVATION ~ RESPONSIBILITY

## Dean's Welcome



I'm delighted to share with you the progress we have made in the College of Business during the Summer and Fall semesters of 2015. We further strengthened our educational mission: promoting student success through engaged teaching and learning and integrated hands-on engagement with the real-world through responsible (People, Ethics, Equity, Planet and Profit) perspectives affecting regional development through practice-based research with community partners. This mission is based upon the university's 20 year-old mission of social, environmental and economic justice.

The university and the college received the largest gift in its history with the \$10 million donation by Joel and Dena Gambord. The gift will be used to fund an endowed professorship in entrepreneurship, an entrepreneurship fund for the College of Business, an endowed professorship in nursing for the College of Health

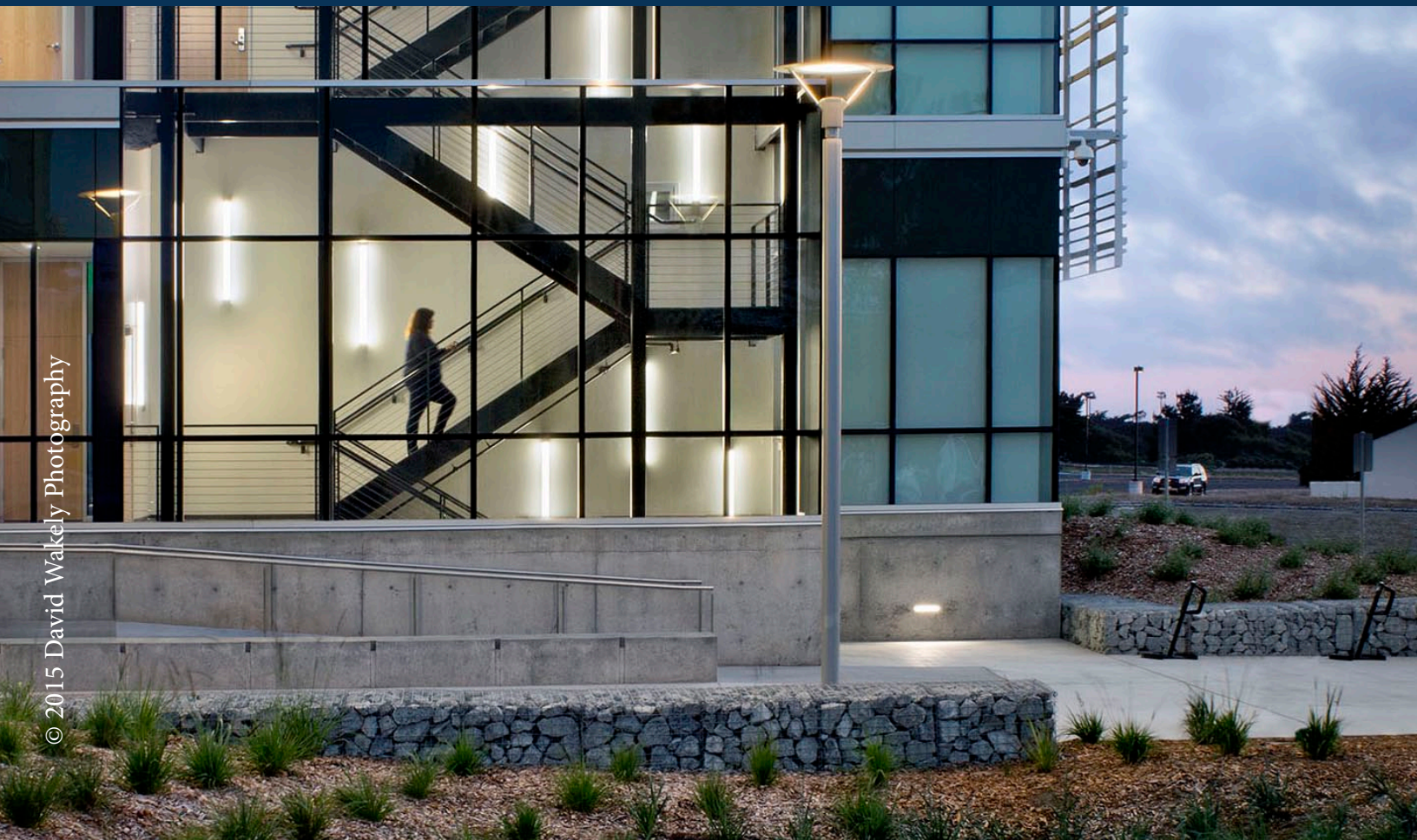
Sciences and Human Services and a fund for student scholarships. We successfully launched our new, unique and over-subscribed B.S. in Sustainable Hospitality Management program in the Fall; continued to integrate responsible business perspectives in our curriculum and programs; further established and grew our Career Gateway Job Placement and Internship Excellence programs; successfully conducted a Summer Semester Abroad in Taiwan; continued to work with Hartnell College to plan a robust 2+2 Agribusiness program; hosted a number of student-focused thought-leader events; and continued our efforts to move the college toward AACSB accreditation.

Our "newbee" and "goldbee" faculty continued to excel in the classroom and publish their research in leading and impactful journals. I invite you to read about these exciting developments in this newsletter.

Shyam Kamath, Ph.D.  
Dean



**The College of Business kicked off the 2015-16 academic year in a new location, the Joel and Dena Gambord Business and Information Technology Building.**



## Largest Donation in History of California State University, Monterey Bay

**Joel and Dena Gambord** of Pebble Beach have made a \$10 million gift to California State University, Monterey Bay to establish two endowed professorships, fund student scholarships and set up an entrepreneurship fund.

In recognition of the gift, the CSU Board of Trustees has approved the naming of CSUMB's newest academic building as the Joel and Dena Gambord Business and Information Technology Building.

“Our campus is very honored by this generous gift from Joel and Dena Gambord, the largest gift ever given to CSUMB,” President Eduardo Ochoa told the board. “Joel and Dena Gambord together have been successful in real estate development in California, applying their tenacious work ethic, entrepreneurial spirit and strong sense of community responsibility.”

An endowed professorship in Joel Gambord's name will be established in business entrepreneurship along with an entrepreneurship development fund to enable students to launch businesses with start-up funding; the endowed professorship in Dena Gambord's name will be in nursing.



## Generous Donors to the College of Business

Our generous donors have a lasting impact on student success. Support for students establishes scholarships and fellowships, funds new programs, and fosters participation in real-world learning opportunities. Scholarships offer students encouragement to excel in the classroom and the freedom to be involved in campus and community activities — especially for under-represented and first-generation students. Many individuals and organizations gave generously in the summer and fall for our students.

We feature some of the individual/family donors below.



### Carol and Jeff Davis - Student and Lecturer Lounge

“As a lecturer, I know how important lecturers are to the success of our students. Jeff and I want to support the lecturers; this area is bright and open and is an attractive workspace for them to meet with students or with other faculty.” - Carol Davis

### Susie and Charly Franklin - The Franklin Legacy Capstone Experience lab

“We strongly believe in the value of group Capstone projects where students learn the power of collaboration and the process of building and working with a team, skills that will be crucial as they translate their academic experience to their professional lives.” - Susie and Charly Franklin



### The Balestreri Family - Ted, Velma, Teddy and Vinnie

“My family has chosen to contribute...because we believe in the success of our most deserving students who have great potential for a bright career and future in the thriving hospitality industry.”  
- Ted Balestreri



Among the leading organizations that donated generously for programming and scholarships were Wells Fargo Bank, Union Bank, 1st Capital Bank, and Rabobank who gave and named spaces in the new Joel and Dena Gambord BIT Building.

California State University, Monterey Bay has received a \$30,000 gift from Wells Fargo to support two programs in the College of Business: the Institute for Innovation and Economic Development and the Diamond Key Program. “Wells Fargo has been a wonderful supporter of the College of Business,” said Dr. Shyam Kamath, dean of the College of Business, noting that the bank has contributed to CSUMB over the years.

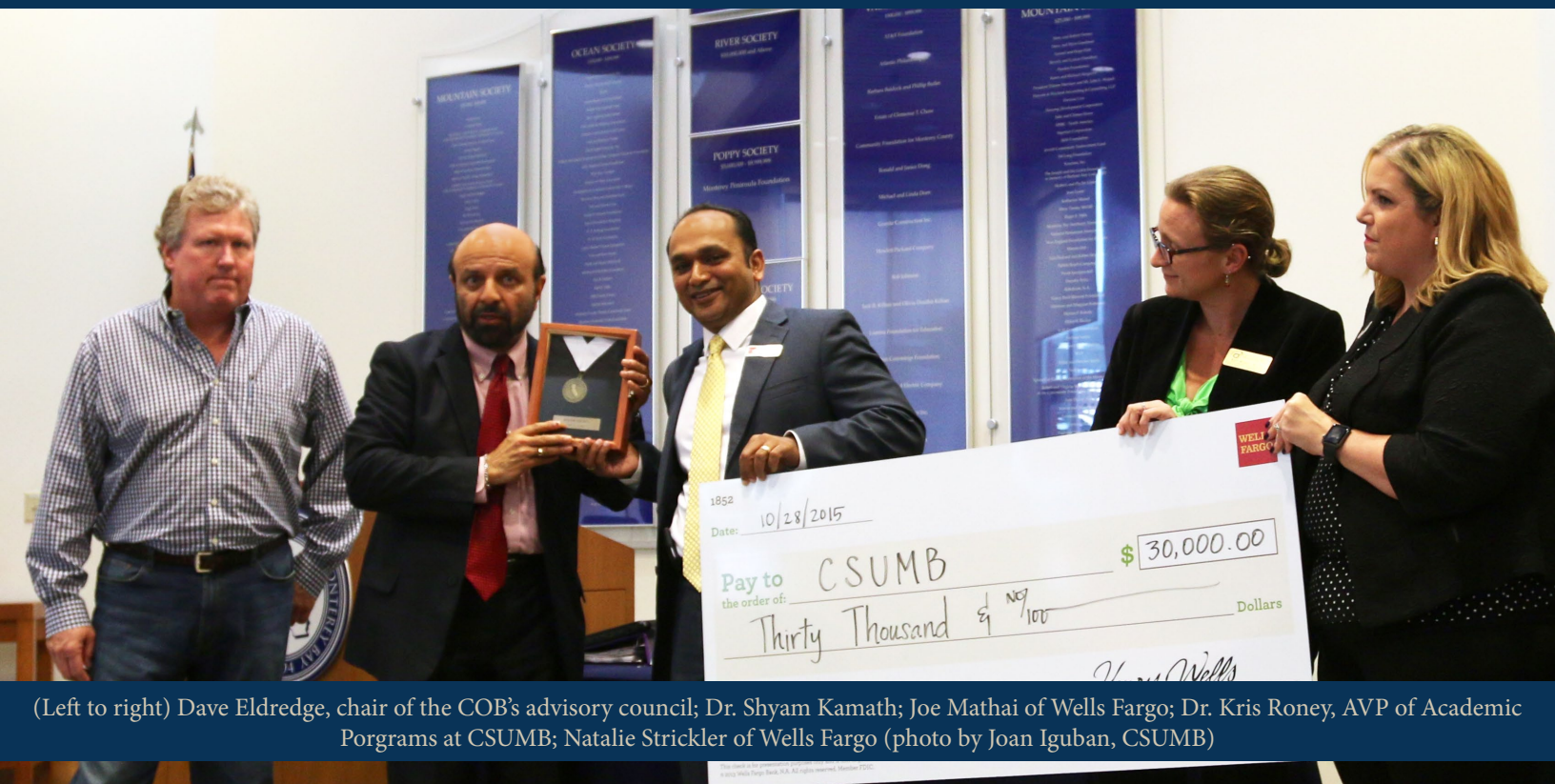
The Institute for Innovation and Economic Development provides leadership in creating a vibrant and globally connected entrepreneurial community in the Monterey Bay region. The Diamond Key Program helps students develop the professional skills, poise and confidence needed for today’s competitive job market with a set of experiences woven into the academic curriculum.

### Wells Fargo

“America needs small businesses to succeed financially, grow and add jobs for our communities to prosper. Wells Fargo supports CSUMB’s Business and Information Technology Building because it provides future small business owners and entrepreneurs the foundation they need to thrive in a competitive business environment and, in turn, they will help make our communities strong and successful.”

- Joe Mathai, Wells Fargo’s Valley Coastal Market President

## Wells Fargo Check Presentation



(Left to right) Dave Eldredge, chair of the COB’s advisory council; Dr. Shyam Kamath; Joe Mathai of Wells Fargo; Dr. Kris Roney, AVP of Academic Programs at CSUMB; Natalie Strickler of Wells Fargo (photo by Joan Iguan, CSUMB)

The College of Business is grateful to all current and past donors. To donate now click [bit.ly/1mZwgTt](http://bit.ly/1mZwgTt) or call (831) 582-3131.

## Undergraduate Programs - Business Administration (BSBA) & Sustainable Hospitality Management (BSSHM)

**BSBA Program Review Complete** - As a part of the continuous improvement efforts by the university and the College of Business, the BSBA program completed the self-study portion of its program review. The next steps for the process include a visit from external reviewers this spring. Once the reviewers have submitted their reports, all recommendations will be considered to create the program improvement plan (PIP). The PIP will guide the BSBA program for the next 5 years.

**2+2 Agribusiness Program** - The college made progress on the 2+2 Agribusiness program working with Hartnell College to seamlessly articulate courses for the first cohort of this program to be launched in Fall 2016.

**BSSHM Program:** This fall kicked off the College of Business's newest degree program, the **Bachelor of Science in Sustainable Hospitality Management** in collaboration with the College of Science. The program had an auspicious start with over 35 students selecting the new major and over 75 applicants for Fall 2016. The program is partnered with Monterey Peninsula College for a 2+2 pathway and with leading hospitality and tourism organizations.

### BSBA & BSSHM Missions

#### **Business Administration:**

*“Engage BSBA students to become responsible business professionals with integrated business knowledge and intellectual skills obtained through collaborative learning and hands-on practice.”*

#### **Sustainable Hospitality Management:**

*“To inspire and educate the next generation of business-ready hospitality professionals.”*



## Masters of Business Administration Recognized as Top 25 Program



The 4th Annual Online Grad Business Rankings by Graduateprograms.com included CSUMB's MBA program as one of the top ranked Online MBA programs. The rankings are based on ratings and reviews from current and recent graduate students and cover areas such as academic competitiveness, financial aid and quality of network.

Other top-ranked online programs included those at the University of North Carolina, Chapel Hill; Indiana University Bloomington; University of Maryland, College Park; Florida State University; Northeastern University; Pepperdine University; Drexel University; Arizona State University; The George Washington University; and the University of Texas at Dallas.

This ranking recognizes the excellence of the MBA program with over 175 enrolled students. The MBA program also saw its largest starting cohort this fall, with robust enrollment throughout program.



MBA Alumna - Subhashni Naidu

“I was looking for an MBA program that would allow me to have my full time job because my goal was not to have debt when I graduated and I was able to accomplish that goal.”



Photo Credit: Nick Edwards

## Summer Abroad in Taiwan

Seventeen College of Business students studied abroad in Taiwan as part of the Summer '15 Business and Cultural Immersion program. This was a faculty-led program; joining the students in Taiwan were Dr. Cathy Ku, Associate Professor of Accounting and Mr. Rico Horca, Lecturer. The students participated in a variety of courses, including Service Learning.

The host university, Chung Yuan Christian University, is an AACSB-accredited institution based outside Taipei. Students had a variety of business visits including Suzuki Motor Manufacturing and Formosa Plastics Group. In addition to the company visits, students participated in a wide variety of cultural excursions. These included: Yangmingshan National Park, Shihsanhang Museum of Archaeology, Shilin Night Market, and many more.



Photo Credit: Nick Edwards

Service Learning was an integral aspect of the program. COB students tutored less privileged students and children of new immigrants at Nei Ding Elementary School and Chung Li Primary School. They also served at Carpenter's House Caring Center which provides job training and cares for less privileged people.

Through this mix of Service Learning, company visits, and cultural excursions, students truly had a unique immersive learning experience.



Photo Credit: Cathy Ku



## Awards and Grants



**United Way Monterey County** honored the Volunteer Income Tax Assistance (VITA) program, with the Excellence Award - 2015 Champion for Financial Stability. College of Business student volunteers provide free assistance with state and federal income tax preparation to individuals and families earning less than \$54,000 a year. Dr. Cathy Ku, Accounting Professor, leads the College of Business VITA efforts.

(L-R): Tim Nysten, Board Chair UWMC; Dr. Shyam Kamath, Dean, College of Business; and Katy Castagna, President and CEO UWMC

### Professor Cathy Ku on the VITA Program

*“It’s a good service learning opportunity for students. The first year – 2010 – five students participated. In 2014, the number of volunteers was 24, and now it’s nearly 40, all contributing our expertise to help our local families.”*

The College of Business was successful in winning a number of research awards and grants during the Summer and Fall semesters of 2015. These awards involved a number of faculty members, granting organizations and fund key community-focused programs in the College of Business.

**\$75,000 EDA Technical Assistance Grant:** This grant was awarded to the Institute of Innovation and Economic Development (iiED), a collaboration between the College of Science and the College of Business. It will strengthen the entrepreneurship ecosystem in the Central Coast region by setting up a web-site of all the resources available to entrepreneurs and innovators in the region. It will also institutionalize a team of existing volunteers to mentor and train entrepreneurs in the region. The iiED submitted a \$495,000 grant in partnership with the City of Salinas and supported by all the major cities in Monterey County to further strengthen the entrepreneurship ecosystem by setting up a Commercialization Center in the region.

**\$40,000 Venture Well Grant:** The iiED was awarded \$40,000 to develop an interdisciplinary capstone project between the College of Business and the School of Computing and Design in the College of Science. The grant would involve founding or helping a new startup business by seamlessly integrating both technology and business aspects. This allows computer science students to learn about business, and the business students to learn about the technological aspects.

**\$110,000 Entrepreneurship and Small Business Grant Awards:** Four Tri-county based organizations provided a total of \$110,000 for the College of Business’ iiED and Small Business Development Center (SBDC) for developing entrepreneurship and small business in the Tri-county region. The funder’s included the Ford Ord Reuse Authority (FORA) - \$55,000; Wells Fargo Bank (\$50,000); AT&T (\$2,500) and PG&E (\$2,500).

**\$15, 000 each Grant Awards from Mazda Laguna Seca Raceway and Salinas Rodeo:** Dr. Jarrett Bachman and Dr. Brad Barbeau, professors in the College of Business, won and completed contracts with the two organizations respectively to assess the impact of the former facility on Monterey County and prepare a strategic impact plan for the latter. Other faculty received small grant and research awards totaling another \$10,000.

# Internships are Essential for New Sustainable Hospitality Management Program

## Hospitality Internships

Megan Whetton, Senior SHM major, has been interning at The Beach and Tennis Club at Pebble Beach Resorts as a food and beverage department this fall.



“Students gain hands-on knowledge and skills needed to pursue careers in hospitality, including hotels, restaurants, resorts, festivals and events, ecotourism, attractions, and ecorecreation with a focus on ‘green’ jobs in business and industry.”

Dr. John Avella, Executive Director of Sustainable Hospitality Management Program

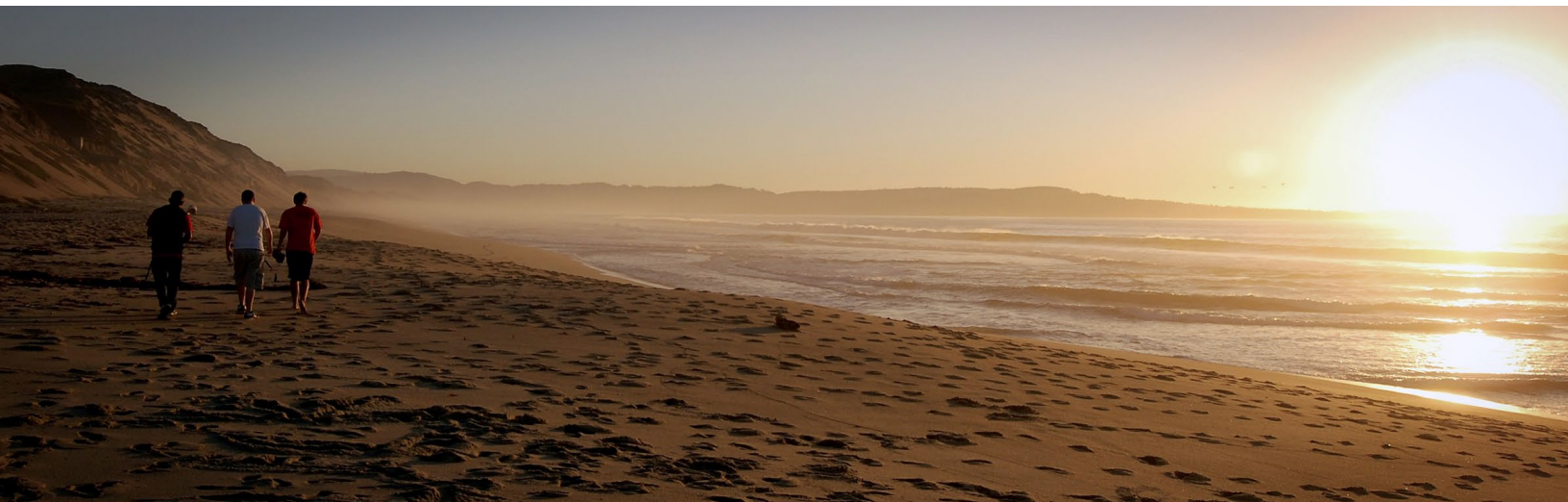
CLUB SPA  
CAPACITY - 12  
TEMPERATURE - 104  
1. ELDERLY  
THOSE WHO  
CARE SHOULD  
ENTERING  
3. LENGTHY EXPOSURE TO SPA TEMPERATURES AND  
RISKS AND  
NEEDING MEDICAL  
ATTENTION BEFORE  
4. USE OF SPA WHILE ALONE IS NOT RECOMMENDED  
5. USE OF SPA BY CHILDREN UNDER THE AGE OF 12  
WITHOUT ADULT SUPERVISION IS PROHIBITED  
NO ALCOHOL IS PERMITTED IN OR AROUND THE SPA

## College of Business Launches New Career Gateway Program

The College of Business established the Career Gateway Program this fall. This innovative program integrates a new On-Campus and Off-Campus Job Placement Program with the Diamond Key Professional Development Program and the COB Internship Excellence Program. The goal of these programs is to create a college to career pipeline for undergraduates entering CSUMB to help them develop personal and professional skills (networking, negotiations, personal financial management, sales, presentation, business writing, business etiquette, interviewing etc.) while placing them in matched internships in local, regional and national organizations, ultimately providing them with job interview opportunities on campus and beyond.

The overarching goal is student success. Over one hundred students participated in the internship program from both the BSBA and BSSHM programs and large numbers of students participated in meet-the-employer breakfast, networking and interview opportunities.

Several recruitment events were held in the fall with leading organizations like Wells Fargo Bank, Hayashi and Wayland, PriceWaterhouseCoopers, Chase Private Bank, Ryan and Macdonald LLC, the Pebble Beach Company, C.H. Robinson and other regional and national firms participating in both the internship and job placement programs.





This fall the College of Business saw record student enrollments on both levels. At the undergraduate level, there was almost a 10% increase in enrollment and the MBA program had the largest starting cohort in its history.

## New Faculty Joins the College of Business



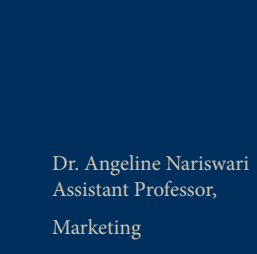
Dr. Christina Zhang  
Assistant Professor,  
Finance



Dr. Nicolas Dahan  
Associate Professor,  
International Business  
& Strategy



Dr. Dante DiGregorio  
Associate Professor,  
Strategy



Dr. Angeline Nariswari  
Assistant Professor,  
Marketing



Dr. Shwadhin Sharma  
Assistant Professor,  
Information Systems



Dr. Jenny Lin  
Assistant Professor,  
Marketing



College of Business faculty members published their research in leading journals in their fields and maintained a steady stream of research throughout 2015. Research output in the college more than tripled with new tenure-track faculty members publishing in some of the top journals in their field. Collaboration among faculty members increased with joint research projects being launched. Tenured faculty members kept up their pace and volume of research with most College of Business faculty members academically qualified in the Scholarly Academic category in the AACSB accrediting organization's definition. Faculty publications are highlighted below.

### Nick Dahan

Hadani, M., **N. Dahan**, and J. Doh. (2015). "The CEO as Chief Political Officer: Managerial Discretion and Corporate Political Activity," Journal of Business Research.

### Jenny Lin

S.N.N. Cross, **M. -H. Lin**, T. L. Childers (2015). "Sensory Identity: The Impact of Olfaction on Consumption," in Anastasia E. Thyroff, Jeff B. Murray, Russell W. Belk (ed.) Consumer Culture Theory (Research in Consumer Behavior, Volume 17) Emerald Group Publishing Limited.

### Pat Tinsley McGill & Murray R. Millson

**McGill, Pat Tinsley** and **Murray R. Millson** (2015). "Technology Improves Undergraduate Sentence-Level Writing Skills," International Journal of Learning Technology.

### Murray R. Millson

**Millson, Murray R.** (2015). "Exploring the Nonlinear Impact of Organizational Integration on New Product Market Success," Journal of Product Innovation Management.

### Angeline Nariswari

**Nariswari, Angeline** and Qimei Chen (2015). "Siding with the

Underdog: Is Your Customer Voting Effort a Sweet Deal for your Competitors?" Marketing Letters.

### Sumadhur Shakya

Lee, E., Dybing, A. D., & **Shakya, S** (2015). "Facility Location Problem of Beverage Distribution Considering Time Window and Land Use Plan Using GIS," Beverages.

### Shwadhin Sharma

Shropshire, J., Warkentin, M. and **Sharma S.** (2015). "Personality, Attitudes, and Intentions: Predicting Initial Adoption of Information Security Behavior," Computers & Security.

### Heiko Wieland

**Wieland, Heiko**, Kaisa Koskela-Huotari, Stephen L. Vargo (2015). "Extending Actor Participation in Value Creation: an Institutional View," Journal of Strategic Marketing.

### Xiaowei Xu

Miller, D., **Xu, X.**, & Mehrotra, V. (2015). "When is Human Capital a True Resource? The Performance Effects of an Ivy League Education among Celebrated CEOs," Strategic Management Journal.

## Leadership Abounds in COB Faculty

College of Business faculty members contributed to the efficient functioning, success and well-being of the college, the university, the community and international organizations throughout the 2015 calendar year, extending the impact and outreach of the college and Cal State Monterey Bay. Highlights include:

### **John Avella**

Executive Director of BSSHM Program; serves on the Boards of MCHA and Cal Travel; member of the Economic Vitality Committee of the Monterey Peninsula Chamber of Commerce

### **Jarrett Bachman**

Serves on editorial boards of Event Management, the Journal of Convention & Event Tourism; University Senate; presented at multiple conferences

### **Brad Barbeau**

Executive Director of the Institute of Innovation and Economic Development; member of the Techno-Economic Committee of the Monterey Bay Economic Partnership

### **ChiChun Chou**

Serves on several COB and university committees

### **Nick Dahan**

Serves on numerous COB committees

### **Babita Gupta**

Director of AACSB Accreditation and Co-Chair of Strategic Planning and Accreditation Committee

### **Cathy Ku**

Serves on several COB and university committees

### **Jenny Lin**

Serves on several COB committees and as a reviewer for several conferences

### **Pat Tinsley McGill**

Academic Senate Chair; serves on COB and University committees

### **Murray R. Millson**

MBA Program Director; serves on editorial boards of multiple journals, University Senate and multiple COB committees

### **Ange Nariswari**

Serves on multiple COB committees and as a reviewer for the Journal of Service Theory and Practice

### **Sumadhur Shakya**

Serves as minitrack Co-Chair for SIGDSA Minitrack and on multiple COB committees

### **Shwadhin Sharma**

Serves as minitrack Co-Chair for AMCIS 2016; reviewer for many journals and conferences; SIGDSA Resource/Listserv Chair

### **Marylou Shockley**

Department Chair; serves on multiple COB committees and several University-wide committees

### **Heiko Wieland**

Serves on multiple COB committees and as a reviewer for multiple journals

### **Xiaowei Xu**

Serves on several COB and university committees

### **Christina Zhang**

Committee member of Eastern Finance Association; serves on multiple COB committees and as a reviewer for Social Science Quarterly



First Row (L-R): Dr. Sumadhur Shakya, Assistant Professor - Operations Management; Dr. Babita Gupta, Professor - Information Systems; Dr. Brad Barbeau, Associate Professor - Entrepreneurship; Dr. Jarrett Bachman, Assistant Professor - Hospitality; and Dr. Pat Tinsley McGill, Professor - Strategy

Second Row (L-R): Dr. Cathy Ku, Associate Professor - Accounting; Dr. Heiko Wieland, Assistant Professor - Marketing; Dr. Marylou Shockley, Professor - Management; Dr. Xiaowei Xu, Assistant Professor - Finance; Dr. ChiChun Chou, Associate Professor - Accounting; and Dr. Murray Millson, Professor - Marketing

## Senior Faculty Lead both College and University to a Bright Future



Last spring the Academic Senate elected Dr. Pat Tinsley McGill, Professor of Strategic Management in the College of Business, as the Academic Senate Chair. She will serve in this position through the 2016/17 academic year. This adds to Dr. McGill's many key roles in the college, on campus and beyond.

Dr. McGill currently leads the WASC accreditation assessment efforts for the university and is a recognized expert on assessment. For the college, she leads the AACSB accreditation assessment efforts as well as being the director of the College of Business Capstone program. She also serves on a number of key committees on campus, including the Extended Cabinet and the Academic Affairs Council.

Dr. Babita Gupta, Professor, is the Director of AACSB Accreditation and co-chair for the Strategic Planning and Accreditation Committee (SPAC) in the College of Business. In this role, she is responsible for leading the faculty through the AACSB accreditation process.

Dr. Gupta is the lead faculty member in the area of Information Systems, Dr. Gupta is a former chair of the erstwhile School of Business. A renowned scholar in the IS field, she holds a number of key positions in international information systems organizations such as the AIS/SIGDSA and Teradata University Network (TUN).



## AACSB Accreditation Efforts Forge Ahead

The College of Business has forged ahead on the path towards applying for AACSB accreditation. AACSB is the world's leading business school accrediting body with global reach. Only 5% of business schools worldwide are accredited by AACSB and CSUMB hopes to join this elite group soon.

The college has made great progress on accreditation under the leadership of Dr. Babita Gupta and on assessment under the leadership of Dr. Pat Tinsley McGill. In addition, the approval and hire of 6 new faculty members has raised the tenure density and brings the academic qualifications of the college faculty group closer to AACSB standard requirements. Other key program, faculty, staff and student issues are being addressed. It is expected that the AACSB eligibility application will be submitted by the end of Spring 2016.



#AACSB FACT

Worldwide, less than 5% of the business programs hold the Association to Advance Collegiate Schools of Business (AACSB) accreditation.





#BITBUILDING FACT

This new state of the art building features three levels tied together by an atrium. It includes 8 classrooms, 12 laboratories, and a graduate student lounge. It was designed to be LEED Gold certified, and may qualify for a Platinum rating.

## College of Business Fall 2015 Events



Fall 2015 was a busy time at the College of Business. Major events included the BIT Building Ribbon Cutting Ceremony, **Greater Vision: Emergent Technology Panel & EXPO**, the **Global Issues Forum** (a collaboration between COB, CHSHS, and CAHSS) featuring critically acclaimed author Murzban Shroff, and the **Career Gateway Program** hosted several recruitment events (Wells Fargo, C.H. Robinson, Hayashi Wayland).

*(Pictured clockwise: Agtech representative at the Greater Vision Expo, Ribbon Cutting Ceremony, Murzban Shroff)*



# Institute for Innovation and Economic Development (iiED) Fall 2015 Events



## StartUp Monterey Bay

iiED offers a series of events leading up to the Spring StartUp Challenge. This fall they included: **Tech Meetups**, which offered a forum for area entrepreneurs to network and practice their pitch, **Tech Bootcamp**, where Non-Programmers learned the basics of mobile App Design, and **Startup Hackathon**, the annual competition where participants design, develop, demonstrated, and learn mobile apps.

*(Pictured clockwise, from top left: Tech Meetup, Tech Bootcamp, and Startup Hackathon)*

## Greater Vision

# GreaterVision2015

**Emergent Technologies:** How is Technology Transforming Agribusiness?

Greater Vision is an annual agricultural based event attended by over 300 students and members of the community. This year it featured a lively conversation based on the initiatives from the Forbes AgTech Summit held in Salinas in summer 2015 and the Precision Agriculture Initiative of the Steinbeck Innovation Cluster. Its aim was to understand and frame the role of technology in agriculture in the transformation of the region.

Tom Rolander, ex-CTO/Chief Software Architect for Ecopia Farms, a vertical ag producer in Silicon Valley, was the keynote speaker at the event. His keynote was followed by a panel discussion that included Kevin Murphy, CEO of Driscoll's, Lorri Koster, CEO of Mann Packing, and Dr. Bob Whitaker of the Produce Marketing Association. Dennis Donohue, President of Royal Rose LLC, acted as the facilitator for the discussion.



(L-R): Dennis Donohue, Dr. Bob Whitaker, Keith Murphy, Lorri Koster, and Tom Rolander

## Members of Business Advisory Council are also Community Leaders

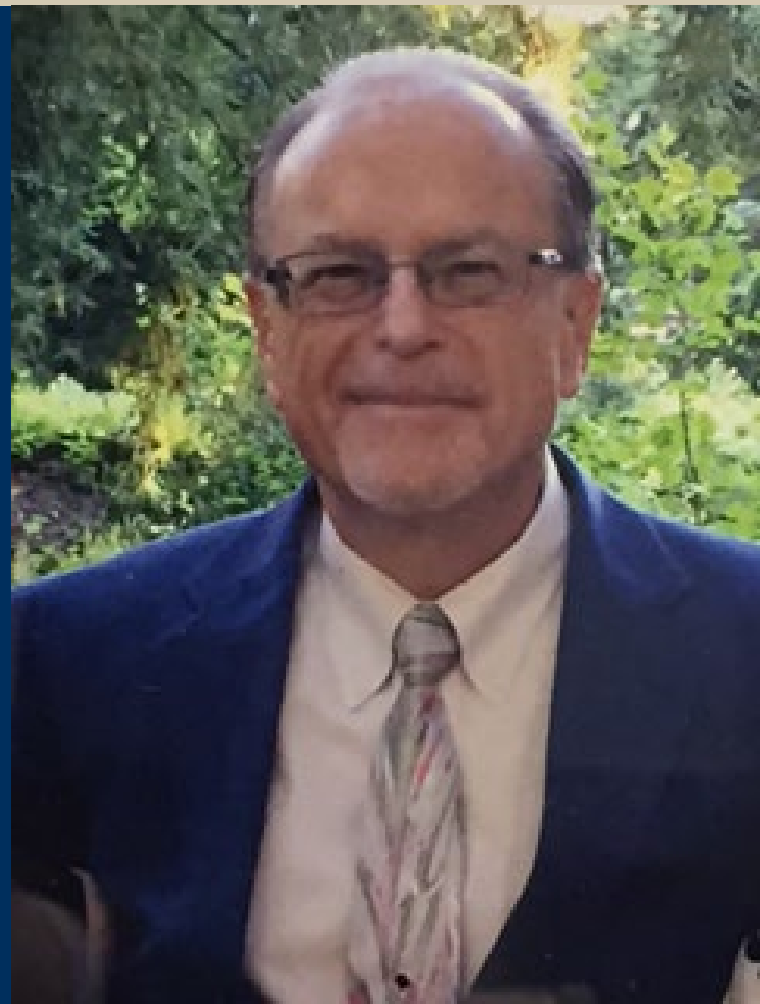


**Kathy Kobata** is the founding Board Chair of the Business Advisory Council. She has worked to build the College of Business accounting program by offering and securing industry-wide accounting internships for our students. Kathy currently serves and has served on a number of professional boards. This includes CSUMB's Women's Leadership Council as well as several other CSUMB advisory groups.

She began her CPA career with Tostevin Accountancy Corporation, a family firm on the Monterey Peninsula since 1944. Kathy is a graduate of UC Berkeley's Haas School of Business.

**Jeff Froshman** is the "original" faculty member with our College of Business, teaching here since January 1996. He is one of the founders of this Advisory Board and a past-President. Jeff was designated as a "Distinguished Lecturer" by the University in 1998.

He founded our accounting program, taught the initial classes and assisted with the expansion of the accounting concentration to its current level. Over the years Jeff has been on numerous hiring committees, including the one that brought Dean Shyam Kamath to our University. A retired CPA, Jeff is currently a Financial Consultant with Wells Fargo Advisors at the Santana Row office in San Jose.



## 2015-16 COLLEGE OF BUSINESS ADVISORY COUNCIL

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President & CEO, Alvarez Technology Group

**John Avella**

Executive Director of Sustainable Hospitality Programs,  
College of Business at CSU Monterey Bay

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**David Eldredge**

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Financial Consultant, Wells Fargo Advisors LLC  
Distinguished Lecturer, College of Business, CSUMB

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Vice President of Human Resources, Earthbound Farms

**Ray Griffin**

Director, U.S. West Region at Robinson Fresh

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President & CEO, Monterey Peninsula Chamber of  
Commerce

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Vice President of Human Resources, Pebble Beach Company

**Sundar Kamath**

Senior Vice President of Technology, Sanmina Corporation

**Kathy Kobata**

Managing Shareholder, Tostevin Accountancy Corporation

**Lorri Koster**

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**Michael Marcus**

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**Jocelyn Martin-Leano**

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**John F. "Jack" McKenna**

Former Dean, College of Business at CSU Chico

**Kevin Murphy**

CEO, Driscoll's

**Kelly O'Brien**

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**Fane Opperman**

Managing Director - Investments, Wells Fargo Advisors LLC  
Adjunct Professor, College of Business at CSU Monterey Bay

**Michael Peterson**

Healthcare Consultant & Advisor  
Former Interim CEO, COO & Vice President of Special  
Projects, Stanford Hospital and Clinics

**Julius Robinson**

Managing Director - Corporate Social Responsibility for the  
Americas, MUFG Union Bank, N.A.

**Sue Storm**

Senior Vice President of Business Banking, Pacific Valley Bank

**Tony Walker**

President & CEO, ComForcare Senior Services

## Vision

To become a recognized U.S. business college, engaged regionally and globally, for developing responsible and workforce-ready business graduates.

## Mission

We promote our students' success in their chosen careers with business knowledge and skills developed through engaged teaching and learning. We provide integrated, hands-on education and responsible engagement with real-world challenges. We support positive organizational outcomes and regional development through practice-based research and collaboration with community partners.

## Contact Us

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